



WICHITA STATE  
UNIVERSITY

# Dynamic Impacts Across Kansas

# 2020





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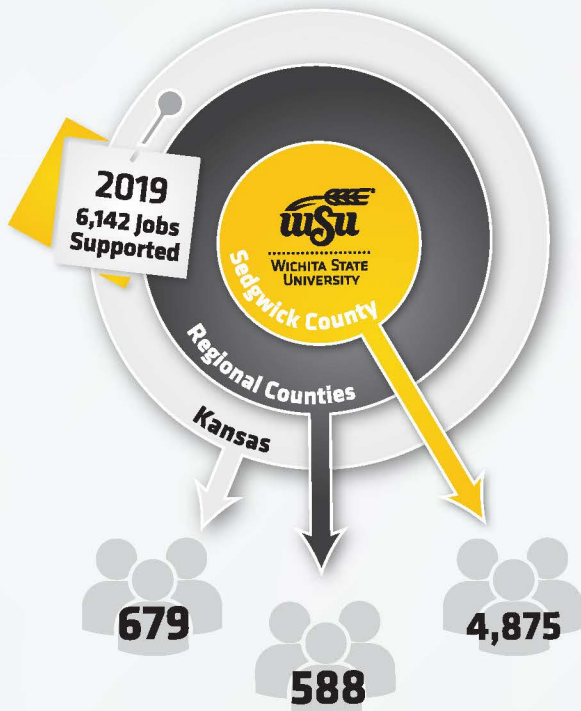




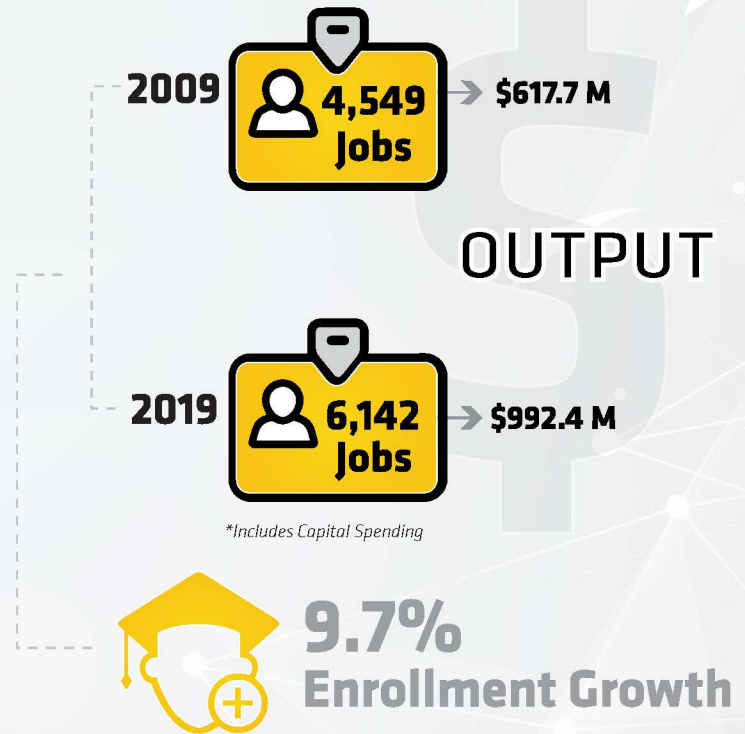


# WICHITA STATE SHOCKERS...

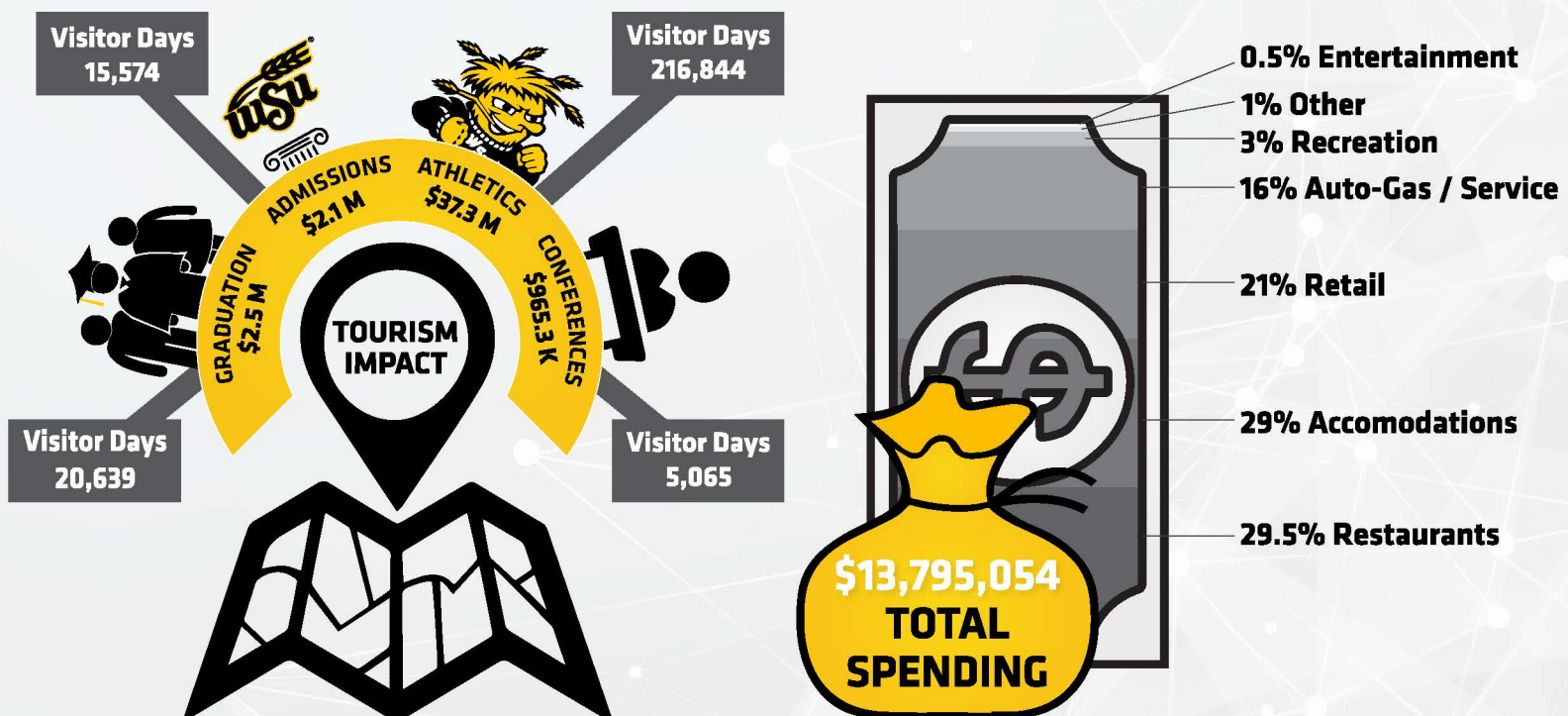
## Generate Jobs Across the State



## Continue to Grow in Economic Contributions



## Provide Cultural Amenities





# Introduction

Wichita State University (WSU) is a public research university with over 16,000 students nestled within a large urban city within the Midwest, and is known for its over 80 outdoor sculptures. Wichita State University is one of three research universities within Kansas. It was established in 1895 and was initially named Fairmount College because of due to its proximity to Fairmount Neighborhood. In 1925 the college ran into financial difficulties, and a year later, after a second referendum, it became the Municipal University of Wichita. The University become a member of the state university system in 1964 as Wichita State University. WSU is accredited by the Higher Learning Commission of North Central Association of Colleges and Schools.

The University is located within Wichita, the second largest metropolitan area within Kansas. Wichita is centrally located within the nation along the I-35 corridor between Kansas City and Oklahoma City. The area has a total population of 645,031 and, as of 2018 had a Gross Regional Product (GRP) of just over \$36.7 billion. The region's industrial clusters are aerospace manufacturing and oil and gas production.

The University is organized into nine different colleges and schools. WSU provides a wide range of undergraduate and graduate programs and offers over 440 undergraduate, graduate (master's and doctorate) and professional programs leading to recognized degrees or certificates. In the fall 2019, the total enrollment was 16,058 students, of which 11,206 were in undergraduate programs, 2,841 were graduate students, and the remaining 2,011 were non-degree seeking. Wichita State University has facilities on the Main Campus, six satellite locations, and the recently merged WSU Tech, all located within Sedgwick County.

WSU is home to several centers and institutes that receive regional and national accolades. The most notable applied institute that provides a direct research link with regional businesses is The National Institute for Aviation Research (NIAR). The institute was established in 1985 to provide research, design, testing, certification, and training for the local manufacturing industry. As the aerospace industry grew, the institute leveraged its position by centralizing highly specialized skills and researchers.

In 2014, the 120-acre Braeburn Golf Course closed, and the site was turned into what is now called the Innovation Campus. Over the last six years, partnership buildings were developed, and multiple companies have moved to the campus to capitalize on the research innovation and to utilize students by providing applied learning experiences. The engagement of the business community on the new Innovation Campus has not only differentiated the University, but also deepened the role of the University in supporting business development.

As the premier higher education institution in South Central Kansas, it is clear that WSU is a core contributor to the regional economy. It is fulfilling its mission by being "...an essential educational, cultural and economic driver for Kansas and the greater public good."







# Economic Contribution

The purpose of this study is to determine the specific economic impacts of WSU on regional and state economies, and to quantify the long-term benefits to the community provided by the University.

There are two approaches to measuring the economic impact of a project: measuring net new or all economic activity. Measuring net new economic activity works best when adding a new academic program or facility, as both would be new to the regional economy and have zero competition. Measuring all economic activity works best when trying to understand the size and interaction of project on a regional economy. Since the purpose of this study is to understand how the University impacts the regional economy, all economic activity was included.

## ***Budget***

Higher education institutions are more complex than what the average household might imagine. For Wichita State University, there are several dimensions to consider when developing an economic impact study. For example, the University's core function includes the budget for employees, other operating expenses, and construction. However, there are multiple other factors of the University that impact the regional economy, such as tourism spending, donations, and student spending, that are not included within the budget. Furthermore, there are some organizations like Athletics and the Foundation that have separate budgets that were not included within the University annual expenditure statements.

With the assistance of the University's budget office, the study has included eight divisions of the University that are more inclusive than what is reported annually for Wichita State University. The two, when added together, that most closely align with the annual report are Research and WSU. Research includes federal and state grants along with business contracts, all services that cross multiple colleges, schools, and centers within Wichita State University. This study agglomerated those expenditures into one category to highlight the value research has on the state economy. In fiscal year 2019, research expenditures accounted for \$89.4 million dollars, or 22 percent of the overall expenditures. By removing Research from the budget, the WSU line includes all the remaining core activities of the University, which includes faculty and administrative staff.





Wichita State Innovation Alliance was added to the overall impact, as this nonprofit organization was recently created as a governing entity over the Innovation Campus. Although there is not a cash outflow in 2019, the organization has played a role within the regional economy. The Innovation Campus includes GoCreate, research labs, student housing, several businesses, and other activities. All of these functions are core to the University's growth strategy of engaging businesses and providing applied research experiences. Although this study included the Wichita State Innovation Alliance, private businesses like Airbus, Starbucks, and Fuzzy's Taco Shop were excluded.



The Board of Trustees, which was created the same year that the University was added to the State Board of Regents, was included in the University impact, as its sole purpose is to support the University, though it has a separate budget. Its mission includes managing the University's endowment and to manage the one and one-half mill levy funding that was initially established when it became a municipal college.

Although the Wichita State University Foundation is a separate nonprofit organization, its sole purpose is to support the University by aligning donors with opportunities on campus like scholarships, research grants, and facilities. Using the "but for" test, this entity would not exist within the community without the University. Therefore, all expenditures need to be included within the economic impact. The \$11.8 million spent in fiscal year represents only direct cash outflow of the organization and excludes transfers to department within Wichita State University.

### Methodology

- *This study uses the term economic impact to include all economic activity associated with the University's interaction in the regional and state economies. This type of measurement is often referred to as an economic contribution. Economic contributions impacts do not include substitution effects.*
- *The determination of what should be included within the economic contribution study included a "but for" approach. In the "but for" approach, all economic activities that would not have occurred "but for" the existence of Wichita State University were included, provided information was available to capture that market activity. In this way, the study does not include spending that would have been present within the community without the University.*
- *The model used to estimate the economic impacts of WSU on the regional and state economies was IMPLAN (Impact analysis for PLANning). IMPLAN is one of the most commonly used models for University impacts. Alternative models are less common in practice and tend to involve a higher level of customization. The advantage of using this model is that it is broadly available and uses straightforward methodologies. Others could replicate the study or even develop similar studies to provide reliability or comparability.*
- *This study used best practices as laid out by the Association of Public and Land-Grant Universities and Association of American Universities "Economic Engagement Framework: Economic Impact Guidelines" (2014). The study also used the established methodologies developed by IMPLAN, the model used to derive the impact estimates.*



The total expenditures from the Athletics department, which is also a separate entity from the University, was \$26.8 million in fiscal year 2019. The \$26.8 million in cash outflows represent a total 6.6 percent of the broader University direct-impact within Sedgwick County.

WSU Tech, which was founded in 1965 and merged with Wichita State University in 2018, provides technical educational opportunities on four campuses within the Wichita Metropolitan Area. Total expenditures in fiscal year 2019 were \$28.6 million. The merger with WSU provides synergy and an increase in quality education, an educational pipeline between the two, and it aligns both to focus on the regional workforce needs. Although WSU Tech is now part of the University, this portion was intentionally left out of the study.

The WSU Union, also known as Rhatigan Student Center, is another organization that has a separate budget, but is an integral piece of the delivery of services of the University to both students and faculty. The \$8.5 million expenditures support several activities including food services.



### Methodology

- *Double counting is a common weakness of contribution studies. It tends to occur by inputting two similar direct economic activities like salaries and employment, or by adding in an indirect effect on top of a direct effect. This study went to great lengths to prevent double counting by using the Analysis-By-Part technique developed by IMPLAN.*
- *In the development of the model and in the preparation of analysis, CEDBR assumed all information and data provided was and is accurate and reliable. CEDBR does not take extraordinary steps to verify or audit such information but relies on such information and data as provided for purposes of the project.*
- *The budget office has removed encumbrances and transfers. Encumbrances were removed because they were not expended during the calendar year, an important element when determining the economic activity. Transfers between departments and divisions were removed to prevent double counting.*
- *Labor Income, or employee compensation, includes wages and salaries and supplements to wages and salaries (employer contributions for retirement, insurance funds, and employer contributions for government social insurance). The only employee compensation not included was tuition benefits. Tuition benefits are a transfer of payment within the University and would lead to double counting. Although it was excluded, this benefit does create long-term value to the regional economy by improving human capital and increasing productivity.*

The budget is separated into three distinct expenditure categories: labor income, other operating, and capital investments. In the 2019 fiscal year, the total employee compensation across all categories was \$228.5 million dollars, or 56 percent of the total cash outflow. Labor income includes faculty, staff, and graduate research positions. Other operating expenditures include the daily non-payroll expenses for running the University, such as paper, travel expenses, postal, and bank charges. Capital expenditures are accounted separately from the University operations, as these types of activities are typically one-time expenditure items that have use over a number of years. The capital improvement

projects reported by the University includes spending on building, equipment, and land improvements as well as major renovations to buildings. The 2019 capital expenditures accounted for 5 percent of the total, or \$20.6 million.

### DID YOU KNOW?



WSU provides quality education and resources to students and community members through its multiple campuses across the metro area, including: Main, West, South, Metropolitan Complex, Haysville, Old Town, Shocker Studios—and WSU Online.



## \*FY 2019 EXPENDITURES

	LABOR	OTHER OPERATING	CAPITAL	TOTAL
<b>**WSU</b>	\$143,804,042	\$83,009,740	\$13,637,503	\$240,451,285
<b>Research</b>	\$48,857,613	\$35,859,434	\$4,633,359	\$89,350,406
<b>Wichita State Innovation Alliance</b>	-	-	-	-
<b>Board of Trustees</b>	-	\$3,156,780	-	\$3,156,780
<b>Foundation</b>	\$4,160,279	\$7,386,409	\$297,213	\$11,843,901
<b>Athletics</b>	\$11,302,086	\$15,017,034	\$505,458	\$26,824,578
<b>WSU Tech</b>	\$17,206,957	\$10,278,248	\$1,179,193	\$28,664,398
<b>WSU Union (RSC)</b>	\$3,180,106	\$4,982,422	\$373,970	\$8,536,498
<b>Total</b>	<b>\$228,511,083</b>	<b>\$159,690,067</b>	<b>\$20,626,696</b>	<b>\$408,827,846</b>

\*Cash outflows

\*\* Totals have been reduced by the amount of expenses between WSU and all component unites to prevent double counting

Source: CEDBR, WSU Financial Operations

WSU offers 70 bachelor's degree programs, an associate's degree, 12 doctoral degrees, 48 master's degrees, a Specialist in Education degree and 62 credit-bearing certificates in seven colleges and one institute.

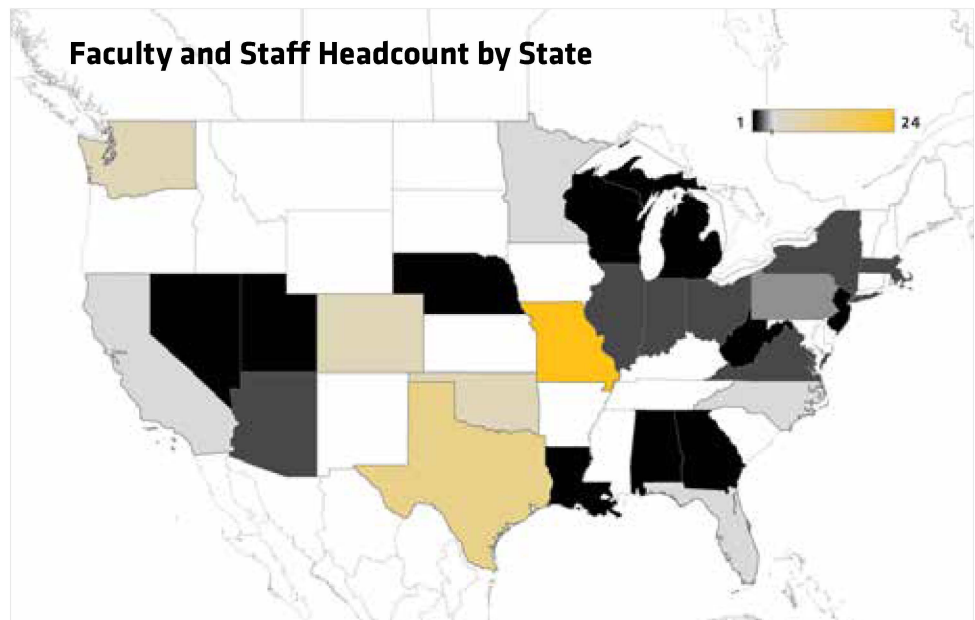
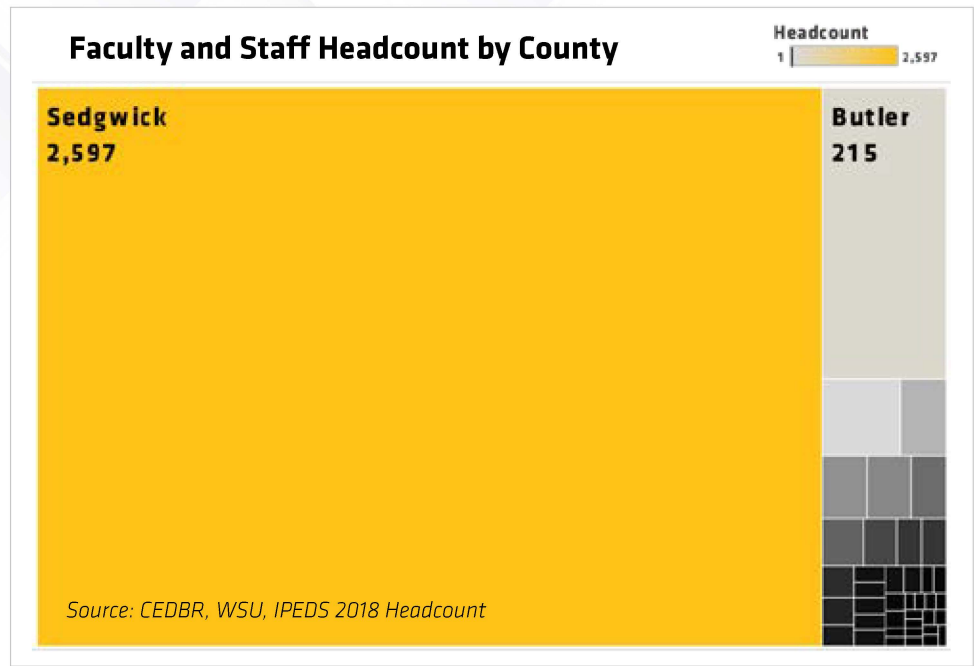
**DID YOU  
KNOW?**





The \$211.3 million in payroll spending, which excludes WSU Tech, accounts 3,126 faculty and staff or 2,153 full-time equivalents in fall of 2018. Of the 3,126 employees, 118 live outside of Kansas across 28 states. The majority living outside of Kansas reside in the surrounding states and Texas. Although some of the income will leak out of the Kansas economy, as they likely will spend money on housing and food within their state of residency, the dispersion shows the broad labor pool drawn for providing expertise for instruction and services to the Wichita community. Attracting specialized labor across the nation increases the overall quality of the services provided by WSU to the regional market.

The majority of employees living within Kansas, 86 percent, reside in Sedgwick County. This high concentration means that the spillover effect of the earnings of WSU workers on consumption items like groceries, doctor visits, and purchases of vehicles will likely be captured within the immediate area. Butler, Harvey, Sumner, Reno, and Cowley were the top five counties with WSU employees outside of Sedgwick County with 215, 35, 21, 17, and 26, respectively. The concentration of employees within the immediate region reflects the high inter-dependency within the regional market.



#### Methodology

- Full-time-equivalent (FTE) staff is calculated by summing the total number of full-time staff and adding one-third of the total number of part-time staff. Graduate assistants are not included in the above figures.
- This study accounted for the geographic dispersion of faculty and staff living in surrounding counties and states by allocating the total payroll by the share of people residing in each region. The direct spending on consumer goods were captured in the region that they reside by using a local purchase percentage, which is based on each region's available industrial mix. Because a multi-regional input-output model was used, a rural area outside of Sedgwick County would likely have a high leakage of retail spending back to Wichita.



## Regional Contribution

The primary economic development organization within the region, Greater Wichita Partnership (GWP), along with Wichita State University, started an initiative in 2015 called the Blueprint for Regional Economic Growth (BREG). Although the BREG project was focused on industry clusters, it also broadened the regional market focus from the surrounding counties to a wider ten-county area: Butler, Cowley, Harper, Harvey, Kingman, Marion, McPherson, Reno, Sedgwick, and Sumner. This broader region has similar industries, interconnection of suppliers, a dependence on Wichita for retail and services, and a flow of labor between markets. This broader region was used as the basis of how Wichita State University's impact flows beyond the geopolitical boarder of Sedgwick County.

The 2,153 full-time equivalent jobs at WSU, which accounted \$211.3 million in employee compensation, was estimated to have a total employment contribution to Sedgwick County of 4,527 jobs at \$355 million in income. The economic activity of instructors teaching, households spending their paychecks, and the purchases from the University to other businesses within the Sedgwick County account for a total output of \$741.0 million in fiscal year 2019.

### DID YOU KNOW?



The University has nearly 600 full-time faculty, with 86 percent having earned the highest degree in their field.



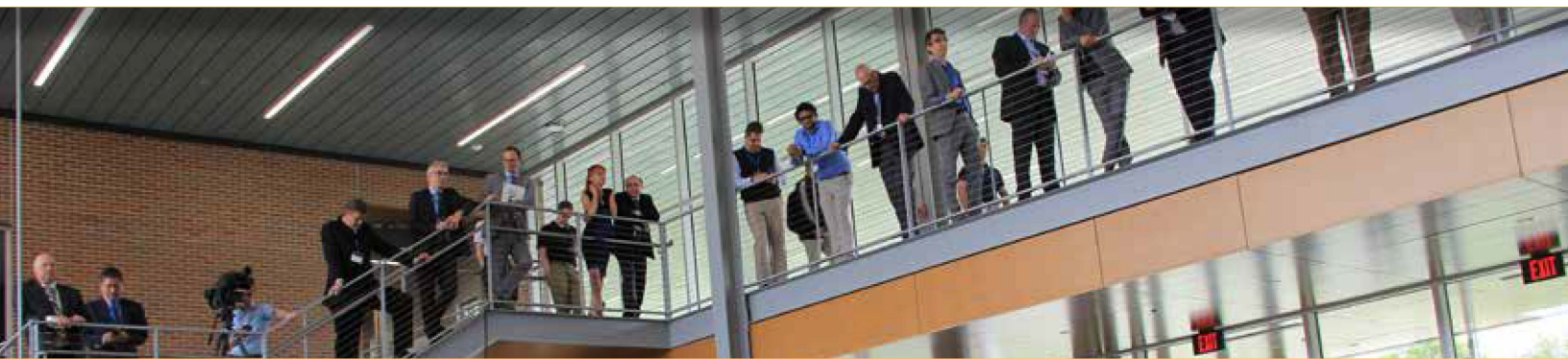
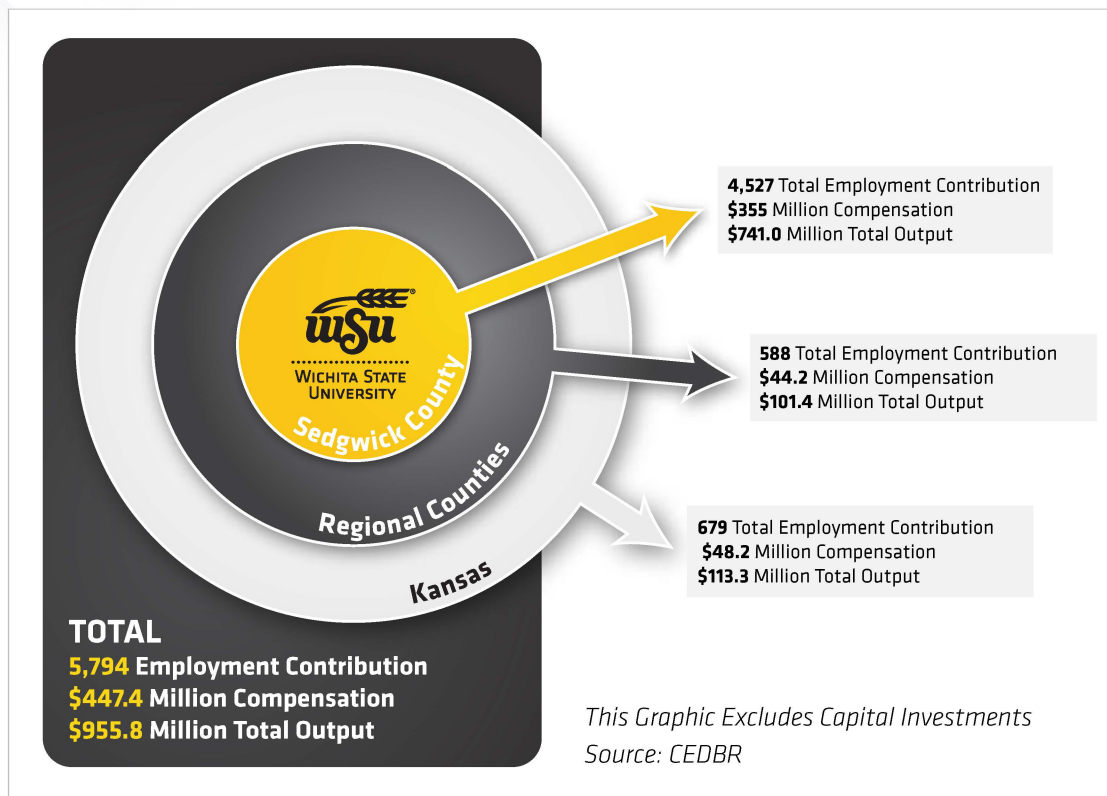


Because of the interconnection of Sedgwick County within the 10-county area, there are additional jobs and income generated and supported by Wichita State University. Within the nine counties outside of Sedgwick, the University supported 588 jobs valued at a total compensation of \$44.2 million. Based on University employee records, we know that there were 321 people employed by WSU living in those communities. That means 267 jobs were generated within the region through either household consumption or the supply chain supporting activities at the University. The 588 jobs and output of \$101.4 million would not exist, but for the presence of WSU.

The benefits of WSU on the state economy outside of the 10-county area is even larger relative to the number working within the same region. In fall of 2018, the University had 90 people living within the broader market and working for the University; however, the total employment benefit was 679 jobs with a total employee

compensation of \$48.2 million. The larger relative increase in both jobs and compensation compared to the 10-county area highlight the connection of the supply chain and increased value to the rest of the state through business interactions. Since the direct employment was only 90 jobs, but total compensation was much larger than the regional market, that means the University consumes more goods and services from businesses across the state than it does within the nine counties outside of Sedgwick County.

This study shows that WSU is an economic driver within Sedgwick County, the region, and State. Wichita State University's total economic contribution to Kansas in 2019 was 5,794 jobs, \$447.4 million in labor income, and just under \$1 billion in economic activity. Although the largest portion of that impact is concentrated within Sedgwick County, between 20 and 22 percent of it was spread across the remainder of the state.





Capital investments were not included in the total contribution impact, as the funding tends to be one-time expenditures and vary dramatically by year. Capital investments include expenditures on lab equipment, software, vehicles, furniture, lawn equipment, new buildings, and renovations. Construction-related projects support temporary jobs, as the projects have a limited duration. The purchase of major equipment tends to leak out of the region. For this reason, the accepted practice is to separate out capital investments from the total contribution impact.

WSU, however, is consistently spending on capital investments. Excluding these expenditures entirely would overly discount the value they provide. All capital investments, except for WSU Tech, accounted for \$19.4 million in fiscal year 2019. Those investments generated 166 jobs, \$24.9 million in labor income, and a total output of \$55.7 million in economic activity.

## 2019 TOTAL CUMULATIVE CONTRIBUTION

	SEDGWICK	REGION	KANSAS
<b>Employment</b>	4,527	5,115	5,794
<b>Labor Income</b>	\$355,000,343	\$399,201,182	\$447,396,672
<b>Output</b>	\$741,024,735	\$842,444,234	\$955,771,122
<i>*Excludes Capital Investment</i>			
<i>Source: CEDBR</i>			

## 2019 TOTAL CAPITAL INVESTMENT

	KANSAS
<b>Employment</b>	348
<b>Labor Income</b>	\$19,913,821
<b>Output</b>	\$36,592,038
<i>Source: CEDBR</i>	



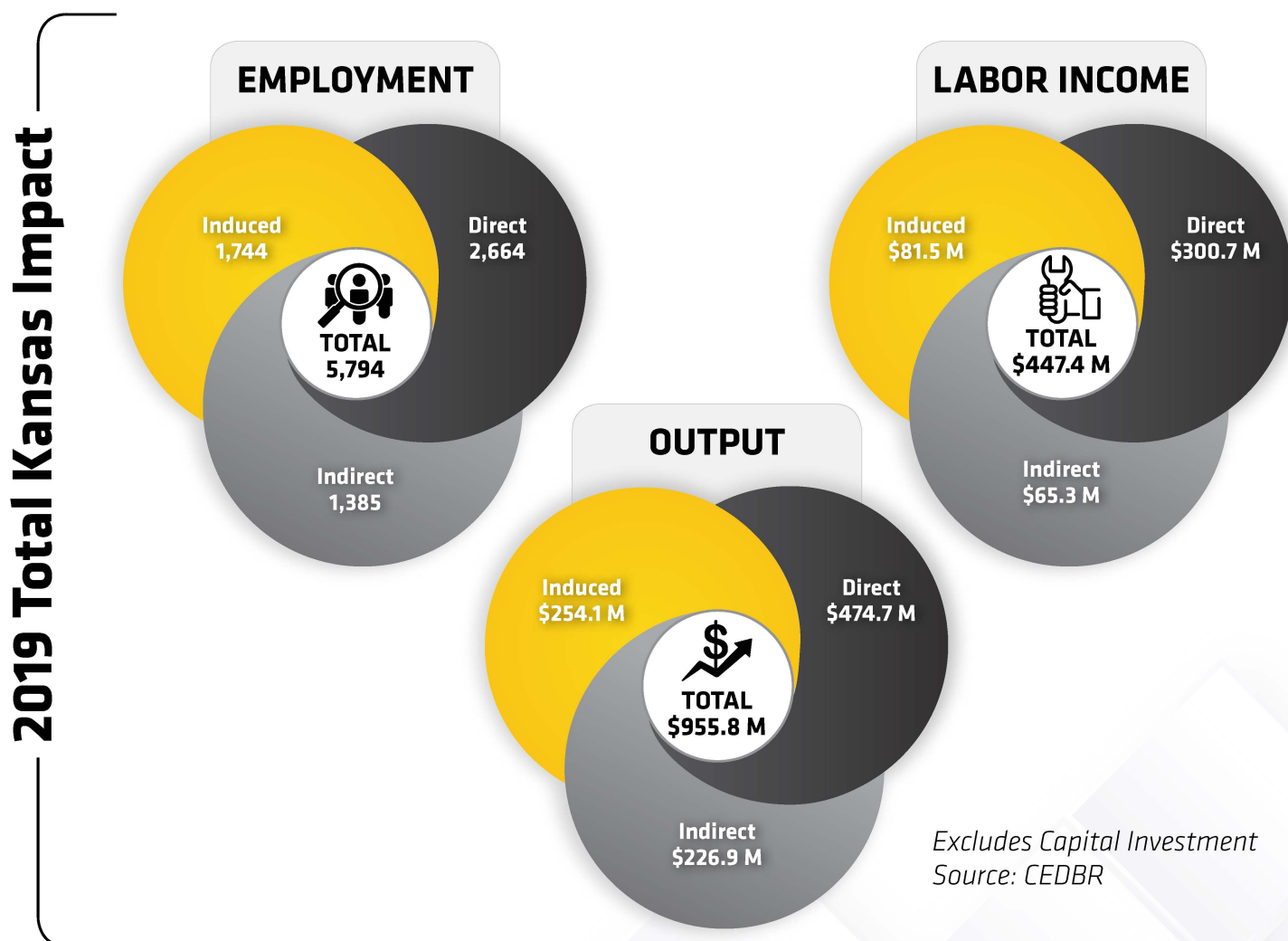


## Multiplier Effect

For each dollar spent by the University there is an interaction that is generated within the marketplace. As the University consumes local retail goods, for example, those businesses hire employees and purchase inventory to restock shelves. The first dollar generated is called the direct effect. The creation of a job within a retail store and their output is called the indirect effect. In fiscal year 2019, WSU directly generated a total output of \$474.7 million dollars of economic activity. The supply chain for the University generated an additional \$226.9 million dollars of economic activity.

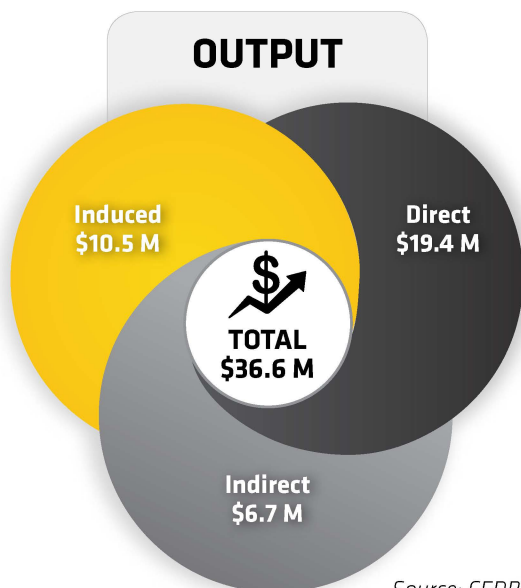
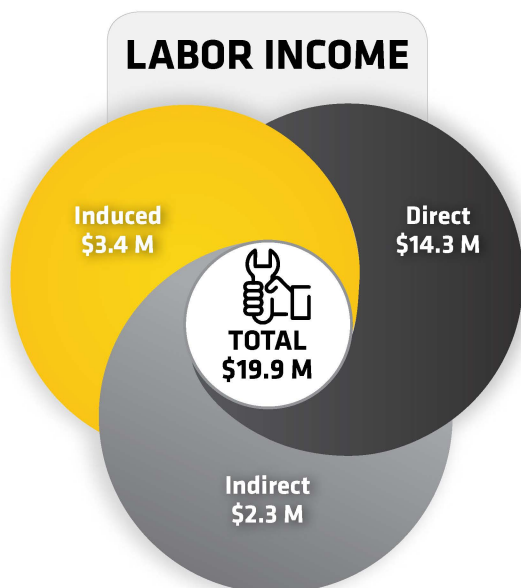
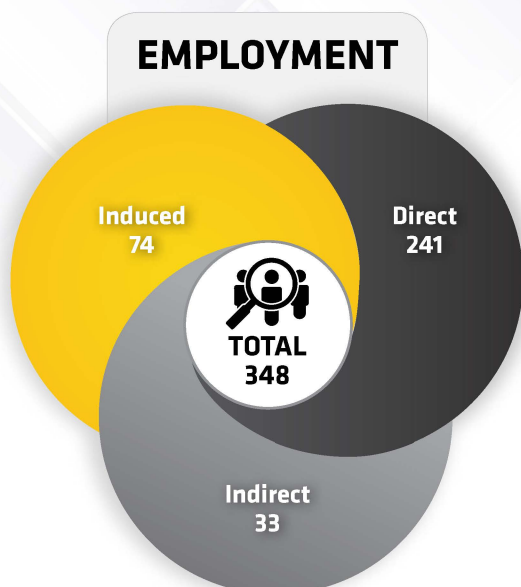
The multiplier effect does not stop there, as we have not included the spending from the employees by the University. Examples of this include when faculty and staff spend their paychecks to pay rent, utilities, buy groceries, visit the doctor, and consume entertainment, like attending Exploration Place. The \$300.7 million in total labor income flows into the economy, generating additional jobs at businesses like Evergy, Ascension Via Christi, and Music Theater Wichita. This impact is called the induced effect.

Combining the direct, indirect, and induced effects creates the total impact and multiplier. Therefore, the 2,664 jobs directly created by WSU activities further supports 1,385 indirect jobs and 1,744 induced jobs. The job multiplier was 2.17. For every one job created by the University, there are an additional 1.17 jobs supported in Kansas. The output multiplier was \$2.01. For every dollar spent by WSU, there is an additional \$1.01 generated within the state economy.





# 2019 Capital Investment Impact



Source: CEDBR

The \$19.4 million of capital investment spent by WSU, Research, Foundation, Athletics, and the Rhatigan Student Center created 241 full-time equivalent jobs within the 2019 fiscal year. The temporary jobs generated 107 additional jobs and \$5.7 million in labor income. The total impact from the capital investment was 348 jobs, \$19.9 in labor income, and \$35.6 million in output.





## Contribution by Type

The study has estimated the economic contribution of each major division of the University. Detailed reports for each division are available within the appendix. The largest portion of the impact is from WSU, which excludes research. The core portion of the University supports 1,270 jobs and a total output of \$283.6 million in economic activity. The next largest component was Research, which accounts for 462 full-time equivalent jobs and a total of \$70.0 million in labor income.

### 2019 TOTAL CONTRIBUTION - COMPONENT UNITS

	EMPLOYMENT	LABOR INCOME	OUTPUT
<b>WSU</b>	1,270	\$209,324,522	\$282,584,676
<b>Research</b>	462	\$70,023,362	\$107,483,566
<b>WSIA</b>	-	-	-
<b>Board of Trustees</b>	21	\$923,136	\$3,375,617
<b>Foundation</b>	62	\$6,991,402	\$16,866,261
<b>Athletics</b>	144	\$17,889,602	\$37,331,299
<b>WSU Tech</b>	-	-	-
<b>WSU Union (RSC)</b>	44	\$5,199,130	\$11,776,702
<b>Total</b>	<b>2,001</b>	<b>\$310,351,154</b>	<b>\$459,418,121</b>

*\*Excludes capital investment*

*Source: CEDBR*







The direct spending captured within the University budget, and spending by the related organizations, are part of the impact of the economic contribution, however they still do not capture all of the economic benefits. This study also includes student spending and visitors. Using the “but for” method, the students attending the University would not stay within the 10-county area but for WSU, as there is not a comparable state research university locally. Therefore, this study includes all students spending during their tenure. Student spending was estimated to have a total impact of 3,545 jobs, \$128.8 million in labor income, and over \$471.5 million in output activity by purchasing of retail goods, food, entertainment, and housing.

Tourism spending is also important to capture, as the visitors would not have spent the night, purchased Shocker memorabilia, or eaten at local restaurants if it had not been for the presence of the University. The economic contribution from the four tourism components that were captured within this study account for 246 jobs, \$8.2 million in labor income, and \$24.7 million in output. Future revisions of this report will likely attempt to capture the many other tourism-related activities generated by the colleges and centers.

## 2019 TOTAL CONTRIBUTION - ASSOCIATED ACTIVITY

	EMPLOYMENT	LABOR INCOME	OUTPUT
<b>Students</b>	3,545	\$128,838,421	\$471,503,986
<b>Athletics Tourism</b>	190	\$6,306,702	\$19,110,814
<b>Conferences</b>	9	\$314,297	\$965,335
<b>Admissions</b>	21	\$690,234	\$2,095,051
<b>Graduation</b>	25	\$842,683	\$2,518,492
<b>Total</b>	<b>3,791</b>	<b>\$136,992,337</b>	<b>\$496,193,677</b>

Source: CEDBR





### ***Inter-Industry Contribution***

A university creates jobs through its mission of higher education, research, scholarship, training, and other outreach activities, but it can also provide jobs to local businesses that supply goods and services to university employees and students. Those interactions are part of the University's supply chain.

After discounting the employees from WSU within the service sector, the largest industry that is impacted by the University is the retail sector. The retail sector not only supplies some of the office materials, but it is also connected with employees' household spending and student consumption. University towns are often noted for having lively retail spaces with unique goods, as university employees tend to have higher median incomes and students have higher discretionary budgets.

The second largest category is TIPU, or Transportation, Information, and Public Utilities. Within this sector, it is public utilities that has the largest share of activity, as the employees and students all require housing and consume both electricity and water.





Because this study used a static input-output model, it did not capture how faculty, staff, and students effect home price appreciation, an important component that is part of personal wealth and directly impacts the housing market. At some universities, especially in small towns, housing prices tend to be higher than comparable non-university towns, as they tend to draw people in to live within the more robust communities.

The economic contribution to the manufacturing sectors was estimated to support 23 jobs and a total of \$1.4 million in labor income. The way that the model captures the interindustry transactions is through purchases from the University, employees, and students. The calculation only captures the purchases from the University directly to manufacturing, which would likely be for customized machinery to be used within a research lab.

The model does not account for the importance of information transfers, student employment opportunities, or non-financial transactions. The dominance of the aerospace manufacturing cluster within South Central Kansas would not have evolved into the economic driver it is today without the highly intertwined relationship with the University. As the aerospace industry was emerging, the sector needed skilled labor and specialized training for workers and engineers. That demand gave rise to the growth of WSU's engineering and business programs. As the University accumulated specialized aerospace engineers, the applied research production flowed back to the aerospace companies, giving them a competitive edge over other aerospace business globally. This interaction had a circular effect, building steam over several decades. Although the City of Wichita might not be a household name, it is highly revered, well known, and visited among aerospace professionals and enthusiasts globally.

## DID YOU KNOW?



WSU was one of the first educational institutions in the nation to offer a degree in aerospace engineering—way back in 1928.





## 2019 TOTAL INDUSTRY CONTRIBUTION









	INDUSTRY	EMPLOYMENT	LABOR INCOME	OUTPUT
Agriculture		5	\$137,593	\$692,914
Mining		14	\$501,807	\$4,017,499
Construction		51	\$2,980,141	\$10,437,731
Manufacturing		23	\$1,385,938	\$12,052,869
TIPU		268	\$17,013,735	\$64,992,840
Trade		2,667	\$85,787,407	\$242,643,948
Service		2,736	\$337,220,753	\$615,165,322
Government		28	\$2,331,965	\$5,767,999
<b>Total</b>		<b>5,794</b>	<b>\$447,359,335</b>	<b>\$955,771,122</b>

*\*Excludes capital investment*

*Source: CEDBR*



The capital investment across the University and its affiliated organizations also has an impact across multiple sectors of the economy. The construction sector receives the largest benefit from the capital investment, supporting 242 full-time equivalent jobs and generating \$14.3 million in labor income. The service sector jobs supported by the capital investment includes architects, banking, and management of construction companies. The retail and wholesale trade sectors benefit from purchases of materials and furniture.

2019 TOTAL INDUSTRY CONTRIBUTION - CAPITAL INVESTMENT				
		EMPLOYMENT	LABOR INCOME	OUTPUT
Agriculture		0	\$1,310	\$4,462
Mining		1	\$47,061	\$304,568
Construction		242	\$14,302,679	\$19,604,549
Manufacturing		2	\$144,233	\$1,189,089
TIPU		6	\$556,269	\$1,649,571
Trade		24	\$1,052,447	\$3,358,936
Service		72	\$3,761,468	\$10,395,104
Government		1	\$48,352	\$88,302
Total		348	\$19,913,821	\$36,594,582
Source: CEDBR				



# Impact Over Time



The total economic contribution identified in the previous section could be considered as a recurring annual impact, as the University is likely to maintain employment, which means that day-to-day operations will continue and students and visitors will remain engaged in the economy in a similar capacity from year to year.

However, when there are unique changes in the mission or direction of the University, or shifts within the market, it is helpful to capture the impact from more than one time period to help isolate and identify how those changes are impacting the regional economy. For Wichita State University there have been two major changes that have shifted the direction of the University over the last decade: President Bardo's Innovation Campus and President Golden's Convergent Science Initiatives.





Dr. John Bardo took office as president of WSU on July 1, 2012. Quickly after accepting this role, he began transforming the University mindset about innovation, removing bureaucracy, and constructing multiple new buildings. During his tenure, the University added student housing complexes, developed GoCreate (public makerspace), merged with WSU Tech, and added several companies to the Innovation Campus. His leadership helped the University to grow enrollment, increase research dollars, and undergo the largest building construction in its recent history.

This study has determined that there were three approaches WSU utilized that have encouraged innovation beyond the Innovation Campus and academic walls: fostering entrepreneurship, collaboration with the private sector, and engagement of innovation. These three are important, as they have changed the trajectory of the University and have profound opportunity to impact the regional economy.

### Methodology

- *Measuring the economic contribution using an input-output model only captures the current market transactions. This type of model is referred to as static, in that it does not encapsulate the identifiable economic benefits that are accrued over time. Agglomeration effects, which measure the accumulation of benefits over longer periods of time, are better estimated in dynamic equilibrium models. An agglomeration effect includes the clustering of economic activity around or within a regional economy. These effects work through labor markets (skilled workers), knowledge spillovers (technology and innovations), and competitive industrial clustering. Entrepreneurs and industries have long identified these benefits and tend to locate near research universities like WSU to build off of those synergies.*



### DID YOU KNOW?



Some industry and government partners are based in public-private partnership buildings; others in the University's groundbreaking Experiential Engineering Building, that includes 25 College of Engineering applied learning and research laboratories and an 18,000-square-foot community makerspace, GoCreate.





## DID YOU KNOW?



In addition to robust research conducted within its academic departments, WSU is also home to more than 30 research centers and institutes, many of which work closely with local, regional and national entities to accelerate discovery and innovation and bring new products to the marketplace.

Although the University has a long history with entrepreneurship, the internal mechanics to support innovation and to accelerate products to market have been lacking. However, since 2012 WSU has been continually redeveloping and molding the needed infrastructure. The maturation process of building a robust entrepreneurship environment has taken 15 to 30 years at other universities. An oversimplification of how it has changed, at least from a structural aspect, includes the creation of a University-wide task force shortly after Bardo's announcement, development of WSU Ventures, and the recent alignment of multiple functions of innovation and entrepreneurship to the Institute of Innovation.

WSU Ventures, the recently created technology-transfer office, has already had several launches and successes. Future revisions of this report will likely examine patents, commercialization, and other variables, as these all are important factors for the acceleration of regional business growth. Measuring the economic impact of some of the new business formations will also likely be included.





The growth in collaboration with the private sector has been very transparent, as several companies have relocated their offices to the campus. Included in this list of companies are Airbus, Dassault Systèmes, Spirit, Textron, and the Wichita/Sedgwick County Law Enforcement Training Center. Measuring the economic value generated by the synergies in research and applied learning were beyond the scope of this project; however, it is expected that these collaborations will provide companies with a competitive edge within the global market place through faster access to innovation.



The third element identified was the encouragement of innovation. Universities have always been identifying the connections across all academic fields; however, not all research is transformational or valued within a market. Under Dr. Bardo's leadership, he pushed for applied research and began the process of changing internal expectations to achieve those changes.

On January 2, 2020, Dr. Jay Golden assumed the presidency of Wichita State University, becoming the 14th president. Since taking office, President Golden has developed the Convergence Sciences Initiative, which will provide more than \$1.0 million dollars of grant funding to form research clusters to address relevant issues and challenges.

The goal is to solve societal problems across four broad-targeted themes: health disparities and delivery, digital transformation, sustainability, and wild card, a catch all category to allow for flexibility. This initiative continues the effort of building an innovative mindset within faculty, staff, and students by encouraging cross-discipline collaboration and creative problem solving.

## DID YOU KNOW?



Wichita Police officers and Sedgwick County sheriff's deputies train on campus in the new Law Enforcement Training Center, which is also home to WSU's School of Criminal Justice, one of the first such academic programs in the nation.





As WSU has transformed into an innovation campus over the last decade, the University's expenditures have kept in-line, growing across all divisions. It should be noted that WSU Tech's budget was excluded in 2009, as it was not part of the University at that time. The fastest growth within the expenditures were from the expansion of WSU Rhatigan Student Center. The second-fastest growth was from Research, which almost doubled within a decade. The growth in Research was a cornerstone of the transformation into the Innovation Campus, expanding from 18 percent of the total expenses in 2009 to 22 percent in 2019 and representing 35.8 percent of all non-WSU Tech related expenditure growth at the University.

### \*UNIVERSITY TOTAL EXPENDITURES AND RELATED ACTIVITIES

	2009	2019	DIFFERENCE	GROWTH
<b>**WSU</b>	\$181,887,609	\$240,451,285	\$58,563,676	32%
<b>Research</b>	\$45,218,401	\$89,350,406	\$44,132,005	98%
<b>WSIA</b>	-	-	-	-
<b>Board of Trustees</b>	\$2,637,423	\$3,156,780	\$519,357	20%
<b>Foundation</b>	\$7,733,884	\$11,843,901	\$4,110,017	53%
<b>Athletics</b>	\$16,327,257	\$26,824,578	\$10,497,321	64%
<b>WSU Tech</b>	-	\$28,664,398	\$28,664,398	-
<b>WSU Union (RSC)</b>	\$3,398,355	\$8,536,498	\$5,138,143	151%
<b>Total</b>	\$257,202,929	\$408,827,846	\$151,624,917	59%

\*Cash outflows

\*\* Totals have been reduced by the amount of expenses between WSU and all component unites to prevent double counting

Source: CEDBR, WSU Financial Operations











Just as expenses have grown over the last decade, so has the impact on the economy. In particular, WSU's footprint has widened, with a larger economic contribution to both the regional and state economies. The increase of 1,580 jobs and \$153.8 in labor income represents the transformational shift from being a locally-focused university to broadening its mission along Interstate 35. Further, the growth in output activity of \$370.5 million reflects how research and innovation have generated more market value for regional businesses.

SUMMARY CONTRIBUTION				
		SEDGWICK	REGION	KANSAS
Employment	2019	4,527	5,115	5,794
	2009	3,745	3,936	4,213
	Difference	782	1,179	1,580
	Growth	21%	30%	38%
Labor Income	2019	\$355,000,343	\$399,201,182	\$447,396,672
	2009	\$246,079,042	\$268,007,074	\$293,637,896
	Difference	\$108,921,301	\$131,194,108	\$153,758,776
	Labor Income	44%	49%	52%
Output	2019	\$741,024,735	\$842,444,234	\$955,771,122
	2009	\$497,910,270	\$535,701,227	\$585,266,215
	Difference	\$243,114,464	\$306,743,006	\$370,504,907
	Output	49%	57%	63%
*Excludes Capital Investment				
Source: CEDBR				





Capital investment tends to fluctuate widely, as the projects are often one-time major expenses for equipment or building improvements. The modest growth between 2009 and 2019 does not capture the larger construction projects that were completed in between the 10-year period, or the private development on the Innovation Campus. The following is a list of some of that development:

-  Airbus Americas Engineering Building
-  Dassault Systèmes
-  Hexagon Manufacturing Intelligence
-  Spirit AeroSystems
-  Textron Aviation
-  FirePoint Innovation Center
-  GoCreate Makerspace
-  Wichita-Sedgwick County Law Enforcement Training Center
-  Experiential Engineering Building
-  The Flats at WSU and The Suites
-  Health and Wellness Center – featuring a YMCA and Wesley Urgent Care Center (coming soon)
-  The Original Pizza Hut Museum
-  Steve Clark YMCA/WSU Student Wellness Center
-  Hyatt Place Hotel
-  The Suites at WSU
-  NIAR Advanced Virtual Engineering and Testing Laboratories (AVAT)
-  Braeburn Square (restaurants and retail)
  - Starbucks
  - Fuzzy's Taco Shop
  - The Shocker Store
  - Journey East Asia Grill
-  Meritrust Credit Union

## TOTAL CAPITAL INVESTMENT CONTRIBUTION

	2019	2009	DIFFERENCE	GROWTH
<b>Employment</b>	348	336	12	4%
<b>Labor Income</b>	\$19,913,821	\$18,355,489	\$1,558,332	8%
<b>Output</b>	\$36,592,038	\$32,365,992	\$4,226,046	13%

*\*Excludes Capital Investment*

*Source: CEDBR*





# University Engagement and Comparison

## Attendance Growth

Wichita State's enrollment grew by 9.7 percent from the 2013 fall semester to the fall of 2018, reaching 15,778 total students, the most rapid enrollment increase among Kansas' major public universities. This was a sharp contrast to the 0.8 percent enrollment decline experienced by WSU's Peer Group<sup>1</sup>. WSU's enrollment increase was similar to that of its Aspirant Group<sup>2</sup>, which grew its total enrollment by 10.9 percent in that time. At WSU, the vast majority of the enrollment growth was among undergraduate students, whose enrollment increased by more than 1,300 students, while graduate student enrollment increased by fewer than 100 students. Even after this growth, Wichita State's student body was smaller than its Aspirant Group and all but one member of its Peer Group.

## 5 YEAR TOTAL ENROLLMENT GROWTH

### Kansas

Wichita State University	9.7%
Kansas State University	-9.6%
University of Kansas	2.7%

### Peer Group

New Mexico State University-Main Campus	-14.8%
Old Dominion University	-2.6%
University of Nevada-Reno	14.3%

### Aspirant Group

Auburn University	22.4%
Clemson University	17.1%
Oklahoma State University	-5.3%

Source: CEDBR, IPEDS (Fall Headcount) 2013-2018

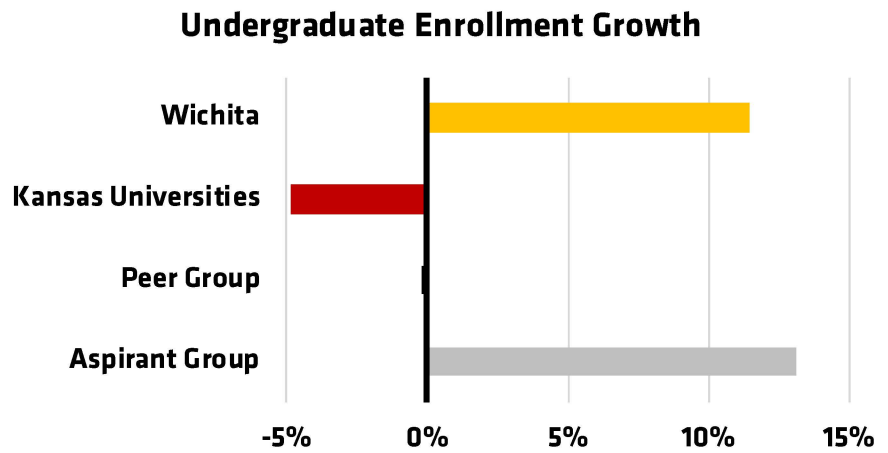
<sup>1</sup> Wichita State's peer group includes New Mexico State University's main campus, Old Dominion University, and University of Nevada - Reno.

<sup>2</sup> Wichita State's Aspirant Group includes Auburn University, Clemson University, and Oklahoma State University - Stillwater.

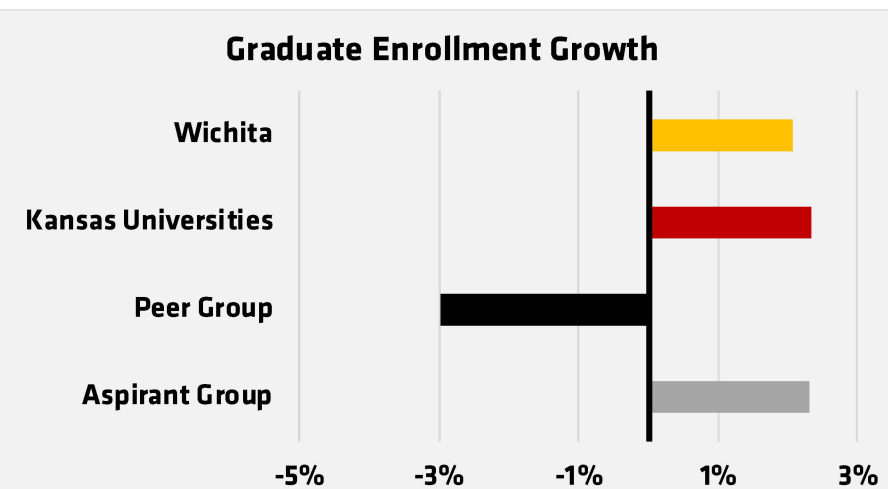




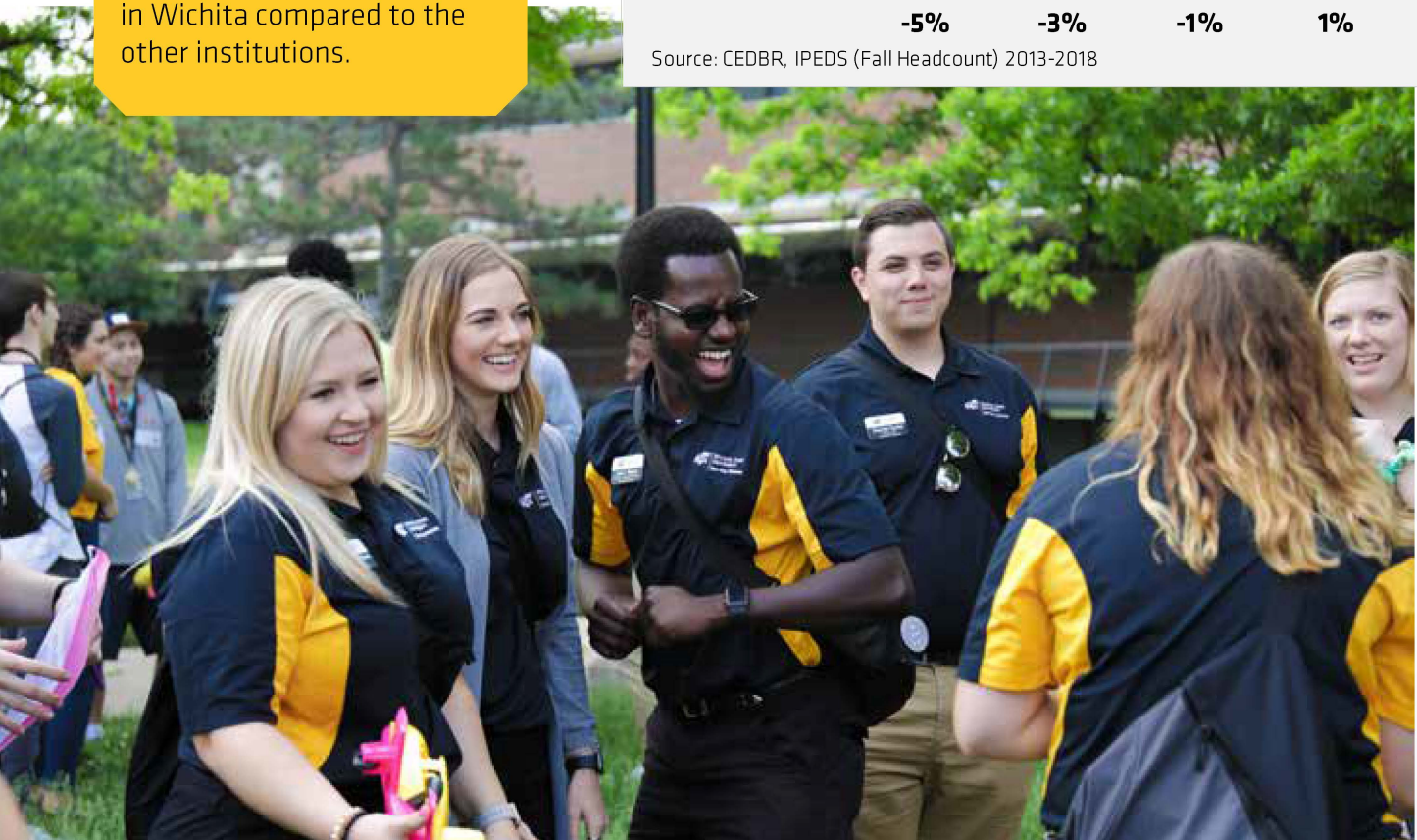
Although WSU's growth in total enrollment was the fourth fastest out of the nine institutions, the University had the second-slowest regional economy in terms of the total population. Within a thirty-mile radius, the regional economy near the University grew by 2.2 percent between 2013 and 2018. The only regional economy to grow slower was that of Kansas State University, at 0.8 percent over the same period. When broadening the time-frame back to 2010, the surrounding growth in population was the slowest in Wichita compared to the other institutions.



Source: CEDBR, IPEDS (Fall Headcount) 2013-2018



Source: CEDBR, IPEDS (Fall Headcount) 2013-2018



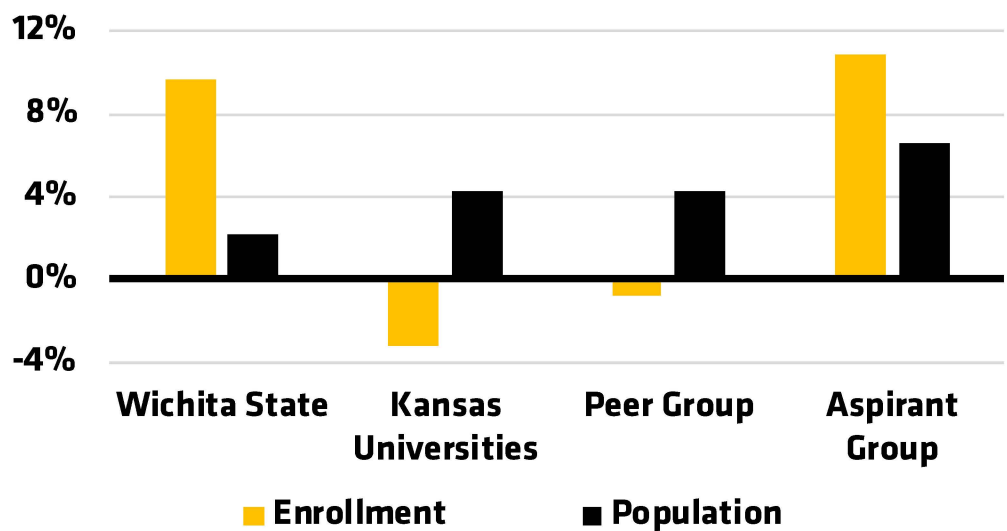


## POPULATION GROWTH

Kansas	2013-2018	2010-2018
Wichita State University	2%	4%
Kansas State University	1%	6%
University of Kansas	5%	7%
<b>Peer Group</b>		
New Mexico State University-Main Campus	3%	7%
Old Dominion University	3%	5%
University of Nevada-Reno	7%	10%
<b>Aspirant Group</b>		
Auburn University	5%	8%
Clemson University	5%	7%
Oklahoma State University	3%	6%

Source: CEDBR, IPEDS (Fall Headcount), ESRI (30 mile radii)

## Enrollment and Population Comparison



Source: CEDBR, IPEDS (Fall Headcount), ESRI (30 mile radii)



## Student Age

One of the WSU student body's most unique characteristics in comparison to its peers and aspirants, is the relatively high percentage of students over the age of 25. More than 28 percent of WSU undergraduate students were over the age of 25 in 2018, with a majority of those between the ages of 25 and 34. WSU had the lowest share of students under the age of 25 of any of its peers in 2018, and growth in WSU's share of students under the age of 25 was among the lowest, though the share of undergraduates under the age of 25 did grow 0.6 percentage points since 2013. WSU also had the highest share of undergraduate students aged 50 and older, at 4.7 percent of all undergraduates in 2018.

## SHARE OF UNDERGRADUATES 25 AND OVER - 2018

### Kansas

Wichita State University	28.2%
Kansas State University	9.0%
University of Kansas	8.9%

### Peer Group

New Mexico State University-Main Campus	20.5%
Old Dominion University	26.7%
University of Nevada-Reno	11.1%

### Aspirant Group

Auburn University	3.8%
Clemson University	3.6%
Oklahoma State University	10.3%

Source: CEDBR, IPEDS (Fall Headcount) 2013-2018

## DID YOU KNOW?

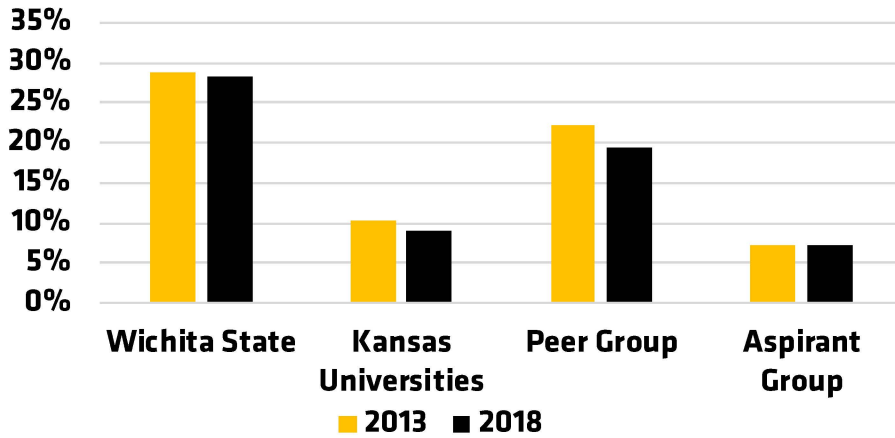


- ⚡ The College of Health Professions offers Kansas' only accelerated nursing program from a state university, turning qualified students into qualified nurses in less than 18 months.
- ⚡ Dorothy and Bill Cohen Honors College is home to the state's only Honors Baccalaureate degree.
- ⚡ The W. Frank Barton School of Business offers the widest selection of business degrees in Kansas, including the state's only entrepreneurship major.





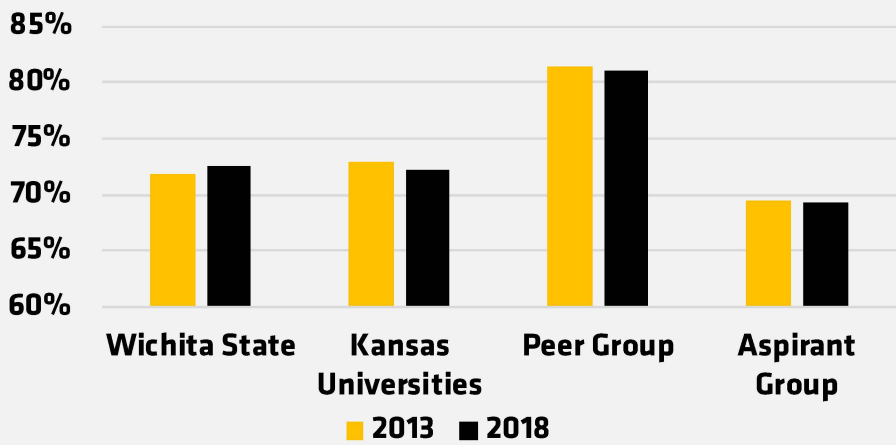
### Share of Undergraduates 25 and Over



Source: CEDBR, IPEDS (Fall Headcount) 2013-2018



### Share of Graduates 25 and Over



Source: CEDBR, IPEDS (Fall Headcount) 2013-2018

### DID YOU KNOW?



Students have access to the largest engineering co-op and internship program in the state, gaining real-world experience—and careers—with NASA, NetApp, Spirit AeroSystems, Toyota, Airbus, GE Aviation and others.



The unique nature of WSU having a higher concentration of undergraduates over the age of 25 is not reflected by the composition of the regional community. The combined share of Generation X, Baby Boomers, and the Greatest Generation only account for 46.3 percent of the Wichita regional economy. The Aspirant Group, Peer Group, and the Kansas Universities were only slightly higher or lower than Wichita at 37.7, 46.9, and 44.7 percent, respectively.

The concentration of older students is a reflection of how the university is interconnected with the economy. Wichita State University has played a crucial role in serving businesses in the development and improvement of human capital. The deep history of the urban-serving university has its roots in meeting the regional labor needs.



## POPULATION SIZE

### Kansas

### Generation Z

Wichita State University	158,176
Kansas State University	39,302
University of Kansas	203,120

### Peer Group

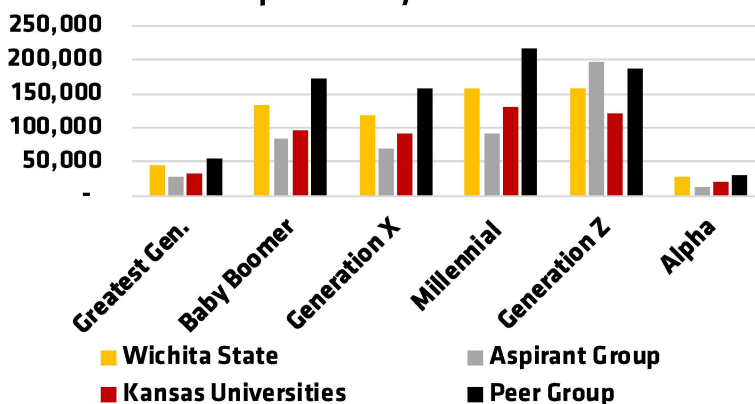
New Mexico State University-Main Campus	65,541
Old Dominion University	365,845
University of Nevada-Reno	129,406

### Aspirant Group

Auburn University	75,067
Clemson University	148,951
Oklahoma State University	75,067

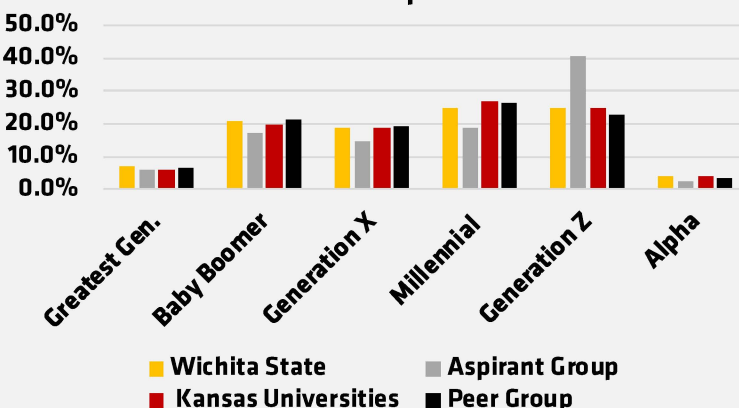
Source: CEDBR, ESRI (30 mile radii)

## Population by Generation



Source: CEDBR, ESRI (30 mile radii)

## Share of Population



Source: CEDBR, ESRI (30 mile radii)



## Industry and Occupation

The regional economy surrounding WSU includes deep roots within aerospace manufacturing, oil and gas production, and agriculture. The regional economy's share of employment within manufacturing was more than double that of six of the eight other comparable markets. Clemson and Auburn were the only areas with similar manufacturing concentrations, comprising 18 and 15 percent of their labor markets. Wichita State University and WSU Tech both provide educational pipelines to support the regional aerospace industry cluster, which includes engineering, supply chain management, welding, machining, and robotics.

The manufacturing cluster translates to a high concentration of blue-collar jobs like avionics technicians, aircraft mechanics, tool and die makers, and coating and painting operators, all supported by WSU Tech. Although it might not be evident to someone living outside of the region, the industry also provides several white-collar jobs: aerospace engineers, computer programmers, space scientists, and industrial engineers, all of which align with the pipeline of degrees offered by the University.

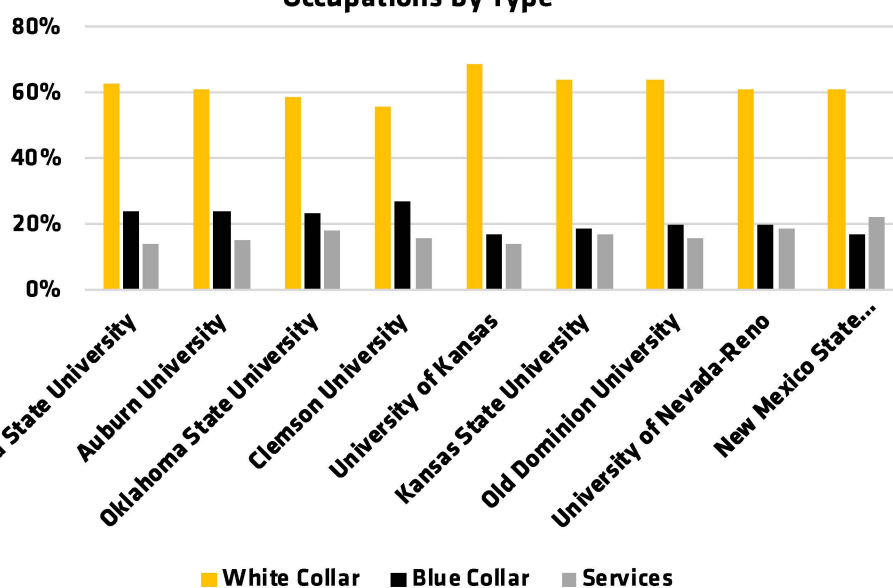
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## EMPLOYMENT SHARE - 2019

Kansas	Manufacturing	Services
Wichita State University	18%	45%
Kansas State University	7%	53%
University of Kansas	9%	48%
<b>Peer Group</b>		
New Mexico State University-Main Campus	5%	56%
Old Dominion University	8%	49%
University of Nevada-Reno	8%	50%
<b>Aspirant Group</b>		
Auburn University	15%	48%
Clemson University	18%	47%
Oklahoma State University	9%	52%

Source: CEDBR, ESRI 2019, Census ACS (30 mile Radii)

## Occupations by Type



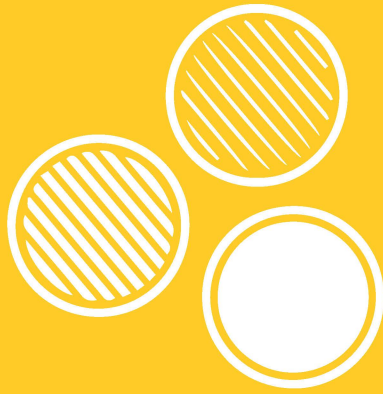
Source: CEDBR, ESRI 2019, Census ACS (30 mile Radii)

## DID YOU KNOW?



WSU's main campus has grown by 120 acres. Enrollment has grown through geographic, online and curricular expansion. And community impact and visibility has increased through new locations and a GED-to-PhD affiliation with the largest technical college in Kansas, rebranded as WSU Tech.





## Diversity

Wichita State's student body has continued to become more diverse from Fall 2013 to Fall 2018. Wichita State had one of the largest increases in its share of female students, with an increase of 2.4 percentage points among undergraduate students and 2.9 percentage points among graduate students. The share of female students for WSU's Peer Groups grew by 0.9 percentage points among undergraduate students and 2.2 percentage points among graduate students. WSU's minority students grew from 28.5 percent to 32.8 percent of the undergraduate student body, while non-US resident aliens grew from 7.4 percent to 9 percent, the highest undergraduate share among WSU's peers. The fastest growth was among Hispanic undergraduates, who grew from 8.9 percent to 12 percent of the undergraduate student body by Fall 2018. Among graduate students, WSU experienced a substantial decline in non-resident aliens, but growth occurred in the share of black and Hispanic graduate students.

## SHARE OF TOTAL FEMALE - 2018

### Kansas

Wichita State University	55.7%
Kansas State University	58.0%
University of Kansas	59.0%

### Peer Group

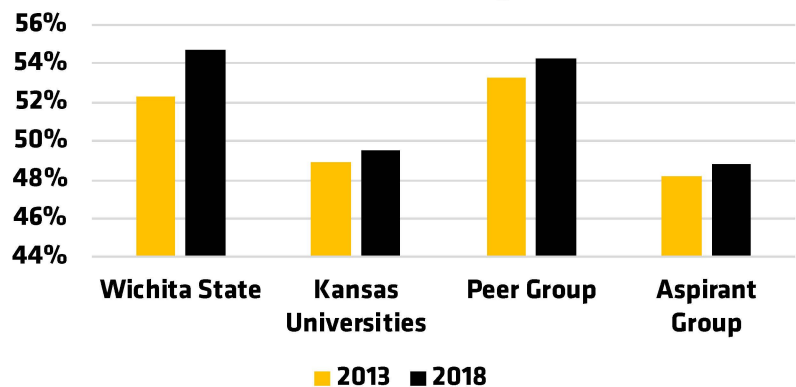
New Mexico State University-Main Campus	47.1%
Old Dominion University	57.2%
University of Nevada-Reno	67.2%

### Aspirant Group

Auburn University	61.2%
Clemson University	60.2%
Oklahoma State University	32.5%

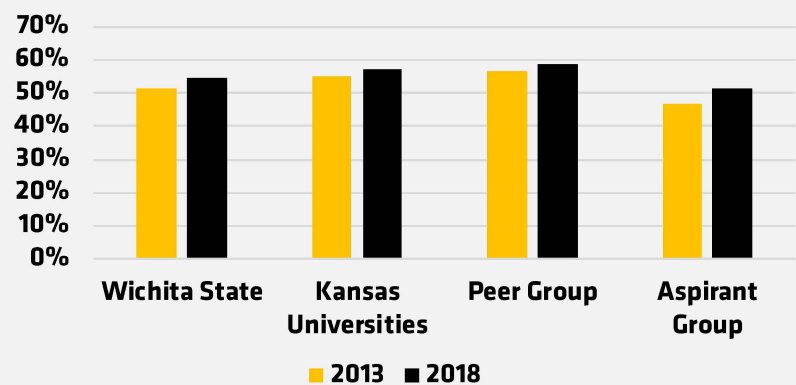
Source: CEDBR, IPEDS (Fall Headcount)

## Share of Female Undergraduates



Source: CEDBR, IPEDS (Fall Headcount)

## Share of Female Graduates



Source: CEDBR, IPEDS (Fall Headcount)



## SHARE OF MINORITY - 2018

### Kansas

Wichita State University	41.7%
Kansas State University	22.3%
University of Kansas	29.6%

### Peer Group

New Mexico State University-Main Campus	73.9%
Old Dominion University	56.4%
University of Nevada-Reno	43.5%

### Aspirant Group

Auburn University	20.8%
Clemson University	18.6%
Oklahoma State University	32.5%

Source: CEDBR, IPEDS (Fall Headcount)

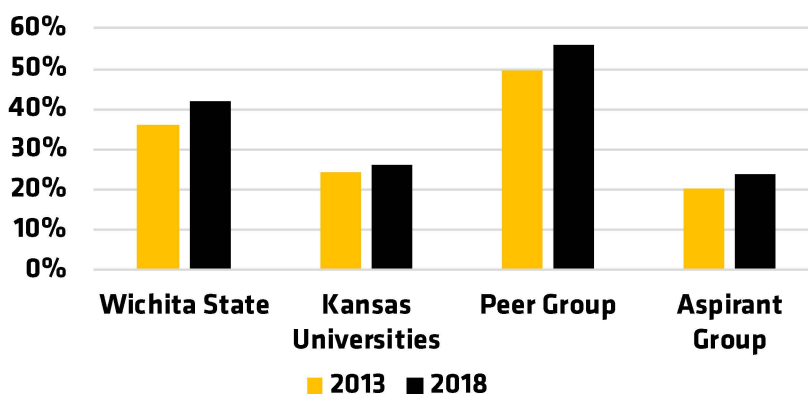


## DID YOU KNOW?



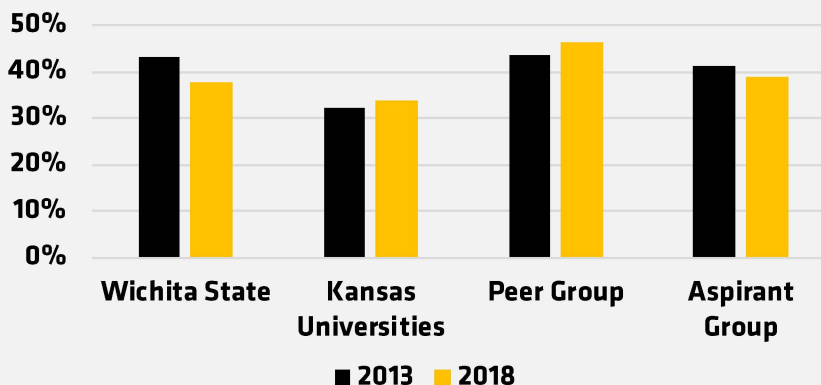
WSU is the most racially and ethnically diverse campus in Kansas. Of approximately 15,000 students, 78 percent are from Kansas, and the remainder are from every state in the U.S. and 111 countries.

## Share of Minority Undergraduates



Source: CEDBR, IPEDS (Fall Headcount)

## Share of Minority Graduates



Source: CEDBR, IPEDS (Fall Headcount)



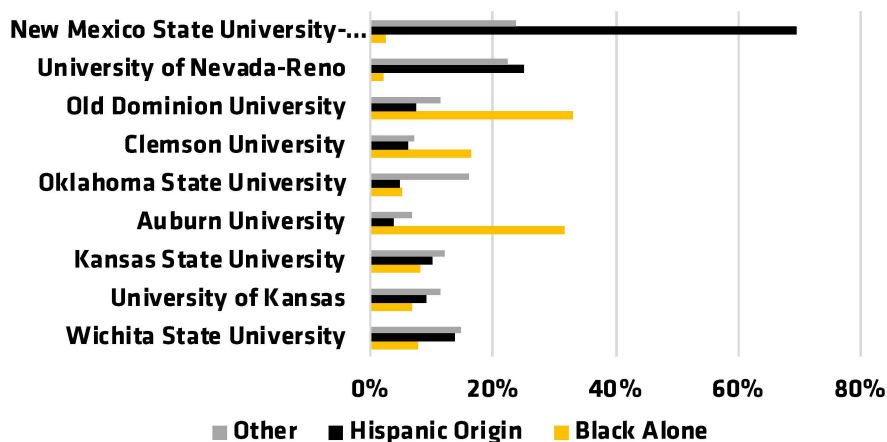
Wichita State University student body was the fourth most diverse of the nine comparison universities. The overall diversity for the Wichita area, as measured by the diversity index, was 53.6, which puts the region in the bottom third. However, when comparing the student body with population within the 30-mile radius, WSU

was among only three universities with a higher relative share. WSU had 5.3 percentage points more minorities on campuses than compared to the community, the largest among all nine universities. The other two areas with a higher diversity on campus compared the region were the University of Kansas and Old Dominion University at 2.2 and 4.3 percentage points, respectively.

Of the minority groups within the 30-mile radius of the University, the Hispanic origin was the largest share for the Wichita area at 13.9 percent. This concentration was significantly lower than New Mexico State University at 69.5 percent and the University of Nevada at 25.0 percent.

DIVERSITY - 2019		
Kansas	Minority Share	Diversity Index
Wichita State University	36.4%	53.6%
Kansas State University	30.5%	47.6%
University of Kansas	27.4%	43.9%
Peer Group		
New Mexico State University-Main Campus	95.6%	68.5%
Old Dominion University	52.1%	64.2%
University of Nevada-Reno	49.7%	64.3%
Aspirant Group		
Auburn University	42.2%	55.5%
Clemson University	29.7%	46.0%
Oklahoma State University	21.3%	43.3%
*Diversity - 100 = equally diverse across all groups		
Source: CEDBR, ESRI 2019, Census ACS (30 mile Radii)		

### Share of Minority Population



Source: CEDBR, ESRI 2019, Census ACS (30 mile Radii)







### Costs and Affordability

The total price of annual attendance, including both tuition and housing costs, rose at every university included in the peer and Aspirant Groups from 2013 to 2018, with WSU having divergent patterns for on-campus and off-campus students. Among in-state, on-campus students, WSU had the largest total price increase in that time, increasing 38.2 percent to \$24,042. However, among in-state, off-campus students, WSU's price increase was the smallest, increasing only 8.4 percent to \$23,117. A similar pattern exists for out-of-state students, with a 30.6 percent increase for on-campus students, but only a 10 percent increase for off-campus students. Even after the price increases, WSU has a lower total price than its peer and Aspirant Group averages for both in and out-of-state students, living either on or off-campus.

### TOTAL PRICE FOR IN-STATE STUDENTS - 2018

#### Kansas

Wichita State University	\$24,042
Kansas State University	\$24,923
University of Kansas	\$26,566

#### Peer Group

New Mexico State University-Main Campus	\$21,380
Old Dominion University	\$26,456
University of Nevada-Reno	\$25,039

#### Aspirant Group

Auburn University	\$31,590
Clemson University	\$31,270
Oklahoma State University	\$24,105

Source: CEDBR, IPEDS (Fall Headcount) - living on campus

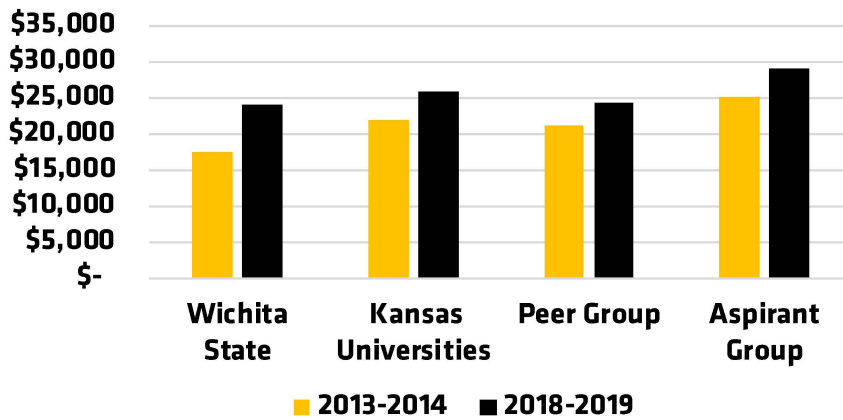
### DID YOU KNOW?



The University was named a 2019 Social Mobility Innovator in a ranking of 1,400 U.S. colleges, based on its success in recruiting and retaining low-income students. Approximately 45 percent of all degree-seeking undergraduates at Wichita State last fall came from families in which neither parent completed a four-year college degree.



### Total Price for In-State Students

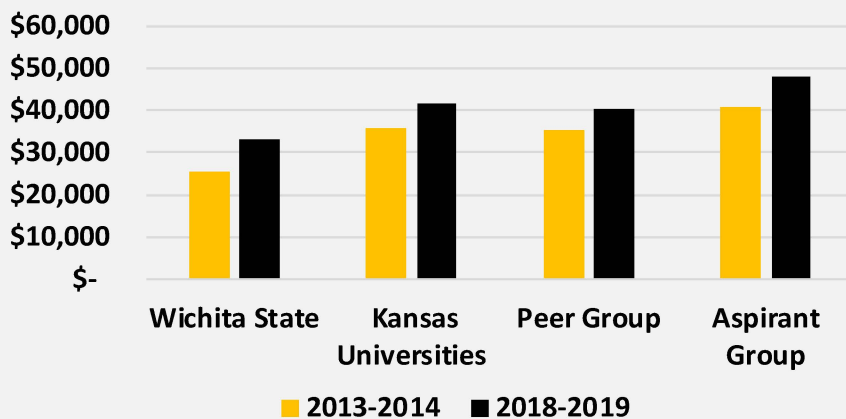


Source: CEDBR, IPEDS (Fall Headcount) - living on campus



The average cost of living within a community is an important element in understanding the overall expected budget expenses while pursuing a college degree. A lower cost of living indicates that for the same level of living standards, the costs are relatively less. Wichita's cost of living was lower than five of the eight locations. The two locations with an even lower cost of living include Kansas State University and New Mexico State University. Housing costs were the key factor for lower cost within the 30-mile radius of Wichita State University. When looking at rented dwelling costs in Wichita, which tends to be one of the largest costs for college students, the price was lower than all of the locations except for two: Clemson and New Mexico State University. Between the lower tuition price and lower cost of living, WSU and the surrounding area provide an affordable option to get a college degree from an accredited university, when compared to the Kansas Universities, Peer Group, and Aspirant Group.

### Total Price for Out-Of-State Students



Source: CEDBR, IPEDS (Fall Headcount) living on campus

### COST OF LIVING RELATIVE TO WICHITA - 2019

#### Kansas

Wichita State University	N/A
Kansas State University	0.3%
University of Kansas	-4.6%

#### Peer Group

New Mexico State University-Main Campus	1.3%
Old Dominion University	-3.6%
University of Nevada-Reno	-20.7%

#### Aspirant Group

Auburn University	-5.4%
Clemson University	-5.0%
Oklahoma State University	-0.2%

Source: CEDBR, IPEDS (Fall Headcount) living on campus



## COST OF LIVING RELATIVE TO WICHITA

	GROCERY	HOUSING	UTILITIES	TRANSPORTATION	HEALTHCARE
<b>Auburn University</b>	-7.8%	-6.1%	-8.1%	4.6%	-1.0%
<b>Oklahoma State University</b>	2.4%	-7.6%	5.9%	2.4%	2.7%
<b>Clemson University</b>	-9.9%	-16.9%	-0.2%	2.9%	-7.2%
<b>University of Kansas</b>	-7.9%	-19.3%	-0.2%	2.9%	-7.2%
<b>Kansas State University</b>	0.4%	-15.3%	-4.5%	5.0%	2.0%
<b>Old Dominion University</b>	6.5%	-21.5%	3.0%	9.9%	-10.9%
<b>University of Nevada-Reno</b>	-21.3%	-43.9%	17.2%	-22.3%	-14.2%
<b>New Mexico State University-Main Campus</b>	-13.3%	-7.5%	19.5%	-1.4%	-2.8%

Source: CEDBR, COLI Index Q3 2019

<https://www.kansaseconomy.org/local-indices/cost-of-living-calculator>

## RENTED DWELLINGS

	RENT	RENTERS' INSURANCE	MAINTENANCE AND REPAIR SERVICES	MAINTENANCE AND REPAIR MATERIALS
<b>Wichita State University</b>	\$4,123.83	\$26.75	\$46.82	\$22.81
<b>Auburn University</b>	\$4,154.20	\$26.09	\$49.92	\$26.99
<b>Oklahoma State University</b>	\$4,405.06	\$29.58	\$45.46	\$34.72
<b>Clemson University</b>	\$3,380.45	\$22.54	\$47.97	\$27.80
<b>University of Kansas</b>	\$5,194.29	\$32.61	\$56.29	\$26.03
<b>Kansas State University</b>	\$5,216.50	\$31.77	\$46.79	\$25.27
<b>Old Dominion University</b>	\$5,362.64	\$32.27	\$54.28	\$24.35
<b>University of Nevada-Reno</b>	\$5,752.34	\$34.06	\$55.96	\$26.70
<b>New Mexico State University-Main Campus</b>	\$3,881.01	\$23.04	\$39.40	\$20.45

Source: CEDBR, ESRI, BLS Consumer Expenditure Surveys





## Financial Aid and Need

While the share of WSU students receiving Pell Grants increased from Fall 2013 to Fall 2017, the share of students receiving any state, local, federal or institutional aid declined. The Federal Pell Grant program is used to help those who have a high degree of unmet financial need. Pell grant recipients grew 3 percent at WSU to 38 percent in Fall 2017, a rate comparable to WSU's Peer Group and considerably higher than that of WSU's Aspirant Group or other major Kansas Universities. WSU's average undergraduate student Pell grant grew 2.4 percent since 2013, and at \$4,377 was slightly larger than other major public Kansas Universities, but smaller than either its Peer Group or Aspirant Group average. WSU's share of undergraduates receiving financial aid was similar to that of other Kansas Universities and its Aspirant Group, though WSU's share did decline from 87 percent to 78 percent from 2013 to 2017. The average amount of financial aid received by WSU students increased 12.8 percent during that time, approximately half the size of the increase in financial aid among WSU's Peer Group students.

## PELL GRANT - 2018

### Kansas

Wichita State University	38%
Kansas State University	21%
University of Kansas	23%

### Peer Group

New Mexico State University-Main Campus	48%
Old Dominion University	45%
University of Nevada-Reno	30%

### Aspirant Group

Auburn University	14%
Clemson University	15%
Oklahoma State University	28%

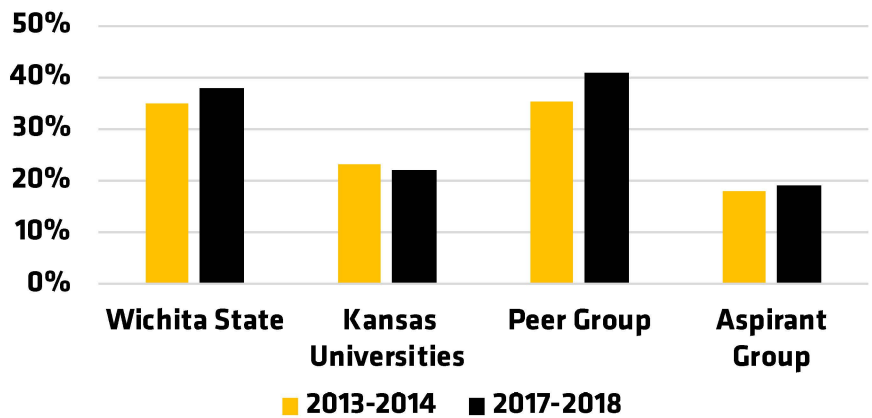
*Source: CEDBR, IPEDS (Fall Headcount) full-time first-time undergraduates*



The growth in the Federal Pell Grant at Wichita State University is likely a reflection of both the concentration and recent increase of low-income households within the 30-mile radius of the University. The region around WSU had 20 percent of the households with an income of less than \$25,000, which accounts for a total of 49,387 households. There were four areas with a higher share of households with similar levels of low incomes: New Mexico State, Auburn, Oklahoma State University and Clemson Universities.

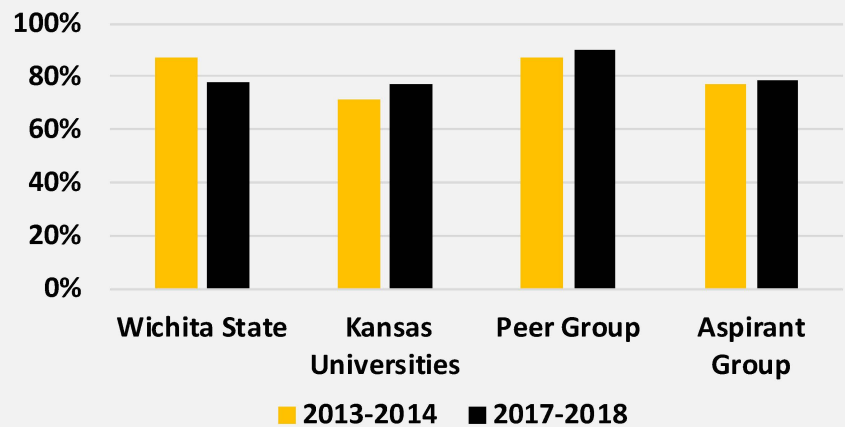


### Awarded Pell Grants



Source: CEDBR, IPEDS (Fall Headcount) full-time first-time undergraduates

### Federal, State, Local, or Institutional Grant Aid



Source: CEDBR, IPEDS (Fall Headcount) full-time first-time undergraduates





## HOUSEHOLD INCOME LESS THAN \$24,999

	SHARE	NUMBER
Auburn University	27%	34,580
Clemson University	26%	67,790
Kansas State University	19%	10,034
New Mexico State University-Main Campus	32%	29,284
Old Dominion University	18%	104,283
University of Kansas	15%	48,427
University of Nevada-Reno	16%	37,108
Oklahoma State University	27%	14,162
Wichita State University	20%	49,387

Source: CEDBR, ESRI 2019, Census ACS (30 mile Radii)

## DID YOU KNOW?



WSU's focus on applied learning is a differentiator. Graduates have often worked in their chosen industry during their time on campus so they enter the workforce better prepared. Or, they have the knowledge to start their own business.

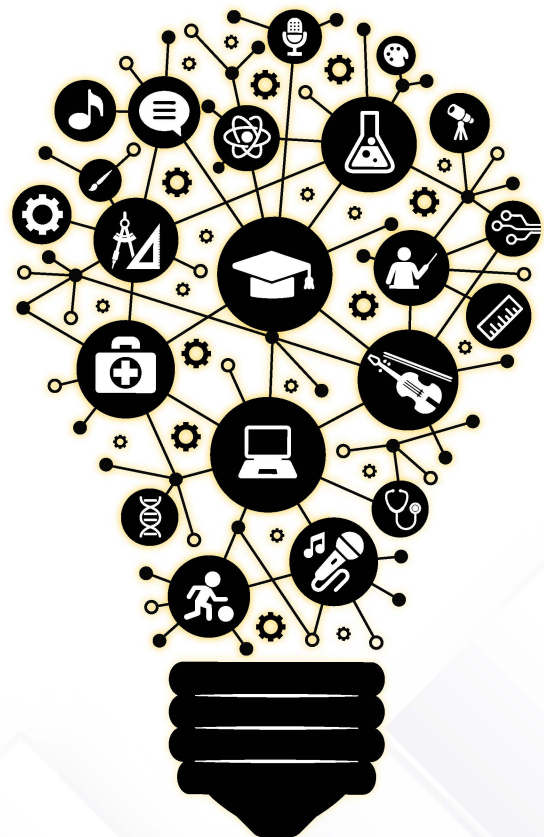
## INCOME - 2019

Kansas	HOUSEHOLD INCOME	PER CAPITA INCOME
Wichita State University	\$54,854	\$28,124
Kansas State University	\$51,458	\$25,622
University of Kansas	\$68,407	\$34,312
<b>Peer Group</b>		
New Mexico State University-Main Campus	\$40,872	\$21,466
Old Dominion University	\$64,832	\$32,296
University of Nevada-Reno	\$62,641	\$33,757
<b>Aspirant Group</b>		
Auburn University	\$47,107	\$26,602
Clemson University	\$46,245	\$26,185
Oklahoma State University	\$66,980	\$26,140

Source: CEDBR, ESRI 2019, Census ACS (30 mile Radii)



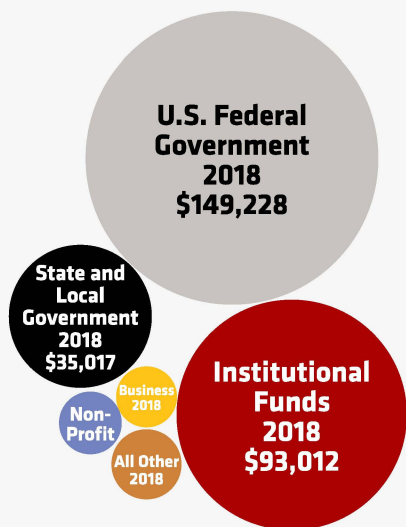
Producing new and innovative research is a key function of American universities. Wichita State University spent \$81.1 million on research in 2018, according to the national Higher Education Research and Development Survey. This represented growth of 3 percent in total research spending for the University since 2017, and 57 percent growth since 2010. WSU outpaced both its Peer Group and its Aspirant Group in research growth, as the Peer Group spending declined 15 percent since 2010, and the Aspirant Group spending grew only 32 percent. Although WSU's research spending grew rapidly in recent years, in 2018 its research spending was still only 81 percent the level of its Peer Group average and 40 percent of its Aspirant Group average.





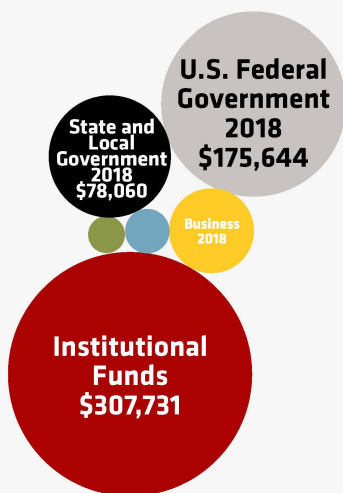
The largest share of WSU's research funding is provided by private businesses, which funded more than \$43.7 million in WSU research in 2018. This comprised 53.9 percent of all research spending at WSU, a much higher share than was the norm for WSU's Peer and Aspirant Groups, which each received 5 percent or less of their funding from private businesses. Private business was also the fastest growing category of WSU's research funding, expanding 15 percent in 2018 alone and 93 percent since 2010.

## Peer Group



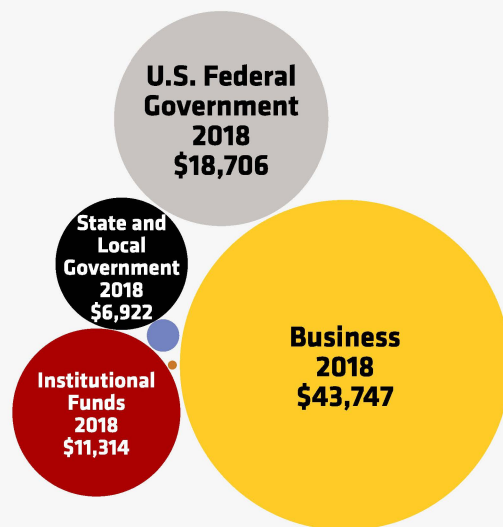
Source: CEDBR, HERD 2018 (000)

## Aspirant Group



Source: CEDBR, HERD 2018 (000)

## Wichita State University

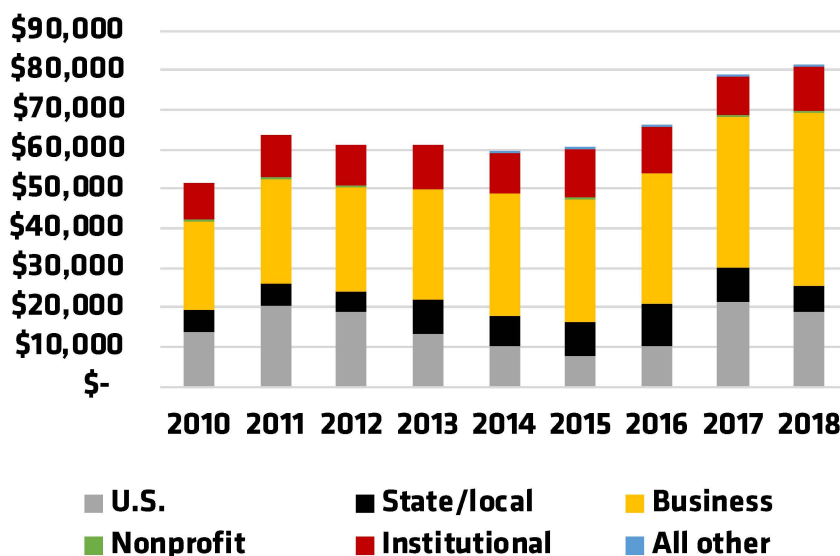


Source: CEDBR, HERD 2018 (000)

■ All Other
 ■ Business
 ■ Institutional Funds
 ■ Nonprofit Organizations
 ■ State & Local Government
 ■ U.S. Federal Government

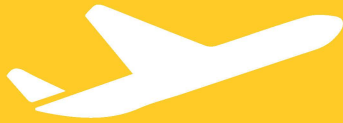
While WSU is a leader in business-funded research, the University lags behind both its peers and aspirants in federal government-funded, state and local government-funded, and institutionally-funded research. Federally funded research comprised only 36 percent of WSU's research spending, totaling \$18.7 million. In comparison, its peers received 49.9 percent of their research funding, and its aspirants received 28.6 percent of their funding from the federal government. State and local government-funded research had a similar gap, with WSU receiving 8.5 percent of its research funding from state and local governmental sources, compared to 11.7 and 12.7 percent in the Peer and Aspirant Groups.

## Wichita State University



Source: CEDBR, HERD (000)

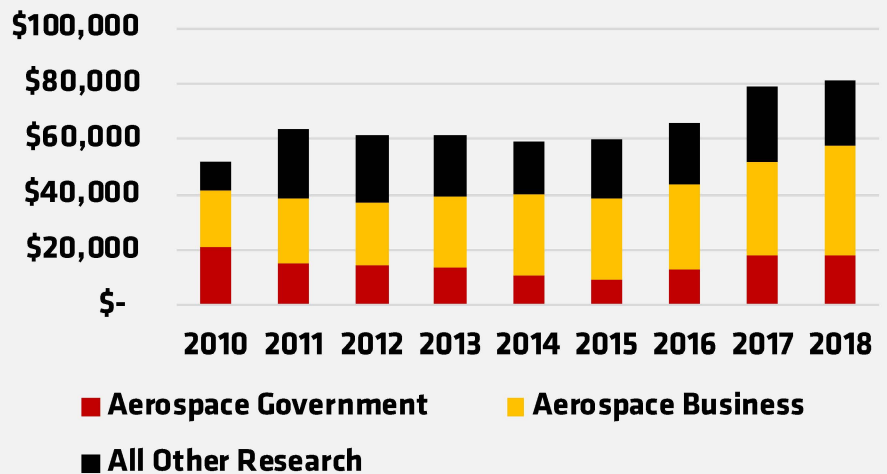




The gap was most pronounced in institutionally funded research, which comprised 31.1 and 50 percent of peer and aspirant research funding and only 13.9 percent of WSU's research funding. Institutionally funded research totaled \$11.3 million at WSU in 2018, but peer and aspirant universities received an average of \$50.7 million. WSU's institutionally funded research grew 22 percent since 2010, but lagged aspirant universities by 64.2 percent. Institutionally funded research declined 13 percent at Peer Group universities since 2010.

Aerospace research was the largest funded category for WSU over the entire period. More than 71 percent of WSU's total research funding was in the aerospace engineering field, totaling more than \$57.7 million in 2018. Funding for aerospace research has grown 39.3 percent since 2010, modestly slower than national growth in the field of 59.3 percent. Still, WSU remains a national leader in aerospace engineering, as it has the largest share at 5.7 percent of all research within this category in 2018.

## Wichita State University - Aerospace



Source: CEDBR, HERD (000)



## DID YOU KNOW?



In FY19, the University exceeded \$100 million in annual R&D support for the first time. On-campus research and applied learning partners include Airbus, with 280 resident engineers; Dassault Systemes, with its world-class 3D Experience Lab employing students and full-time researchers; and Spirit AeroSystems, the state's largest employer. All have come to WSU because of its applied learning and research commitment.





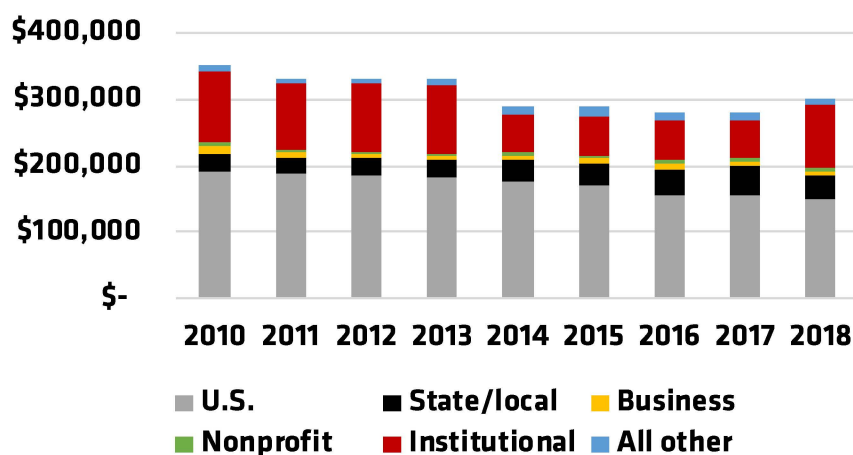


WSU's aerospace research is unique among major aerospace research institutions, in that it is primarily funded by private businesses. More than \$39 million in WSU aerospace funding was provided by private businesses in 2018, 68 percent of all of WSU's aerospace research funding. This share has grown in recent years as business funding for aerospace research grew 91.3 percent at WSU since 2010. Nationally, less than \$100 million of university aerospace research was funded by private businesses, with WSU comprising more than 39.3 percent. WSU's Peer and Aspirant Groups received less than \$23 million in aerospace research funding combined, with approximately \$1million from private businesses in 2018.

#### Methodology

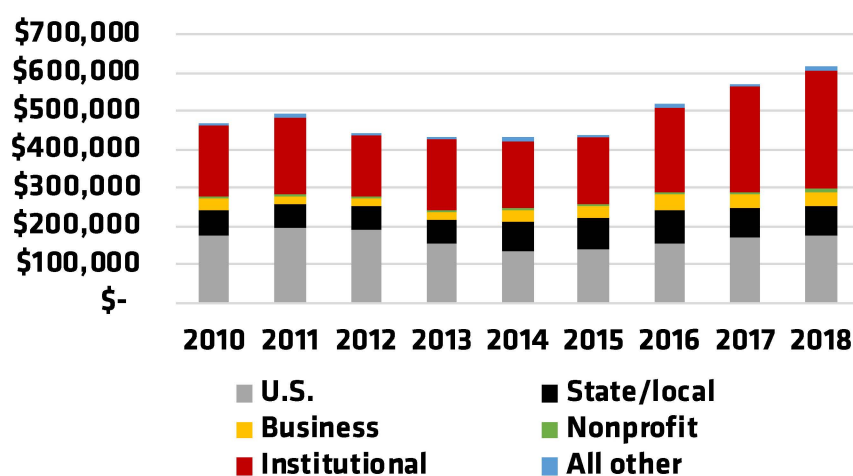
- All data in the section was collected by the Higher Education Research and Development Survey (HERD), an annual census conducted by the National Science Foundation of all colleges and universities which expended more than \$150,000 on separately accounted research and development funding each year.
- Institutional funding includes all funding for research reported as institutionally financed research, such as "competitively awarded internal grants for research, startup packages, bridge funding, seed funding, tuition assistance for student research personnel," in the HERD survey data.

#### Peer Group



Source: CEDBR, HERD (000)

#### Aspirant Group



Source: CEDBR, HERD (000)



# Tourism Impact



Universities are a source of a number of visitors to a regional economy. Understanding and measuring that spending is important, as hotels, restaurants, and other retail stores have a direct value from that activity. The more obvious tourism attraction at universities are athletic events. However, universities also attract tourists through several other avenues: graduation, conferences, visits from prospective students, new student orientation, faculty interviews, performances, trainings, and visiting researchers. Although it is not commonly known within the community, academic departments and centers tend to have multiple events throughout the year as a way to engage with their core constituents and to encourage applied learning.

Unfortunately, there is not a practical way to determine the exact number of visitors, as there is not required reporting for every event. This study narrowed the approach in capturing the value of tourism by focusing only on four main sources: athletics, admissions, graduations, and conference management services. This approach will certainly underestimate the economic value; however, it does provide a reasonable demonstrative estimate.







Overall, off-campus tourism spending was estimated to be \$13.8 million in 2019. The largest share of the regional consumption was at restaurants like YaYa's Euro Bistro, just a few miles east of the University, or Fuzzy's Taco Shop, which is located on the Innovation Campus. Accommodations, which accounted for just under \$4.0 million, was spread across the region, as the new on-campus Hyatt Place hotel just started construction.

The Wichita region is fairly well-diversified and has an amenity-rich market, one with a strong presence of retail, entertainment, and culture. The tourism-related activities from WSU both support and likely help enhance the amenity-rich market.

### ESTIMATED TOURISM SPENDING

	ATHLETICS	CONFERENCES	ADMISSIONS	GRADUATION	TOTAL
<b>Retail</b>	\$2,217,401	\$99,402	\$243,440	\$363,484	<b>\$2,923,727</b>
<b>Restaurants</b>	\$3,109,887	\$142,257	\$325,317	\$495,372	<b>\$4,072,833</b>
<b>Accommodations</b>	\$3,154,211	\$179,497	\$322,252	\$342,485	<b>\$3,998,445</b>
<b>Registrations, Tickets, Concessions, and Meals</b>	\$-	\$-	\$-	\$-	<b>\$-</b>
<b>Recreation</b>	\$266,141	\$17,833	\$34,160	\$32,333	<b>\$350,466</b>
<b>Entertainment</b>	\$52,851	\$3,541	\$6,783	\$6,421	<b>\$69,596</b>
<b>Auto-Gas/Service</b>	\$1,682,730	\$112,752	\$215,981	\$204,429	<b>\$2,215,892</b>
<b>Other</b>	\$129,832	\$5,820	\$14,254	\$14,188	<b>\$164,095</b>
<b>Total</b>	<b>\$10,613,054</b>	<b>\$561,102</b>	<b>\$1,365,786</b>	<b>\$1,458,711</b>	<b>\$13,795,054</b>

Source: CEDBR

#### Methodology

- Spending patterns of attendees was not known, and surveying was beyond the scope of this project. This study used spending data estimated from a random sample of a college with an enrollment of about 17,500 during a baseball season.<sup>1</sup> The tourism spending was cross-referenced with similar athletic and other general tourism studies. All values were inflated using the Current Price Index from the Bureau of Labor Statistics. Additional adjustments in spending were made to align the spending data based on the estimated geographic location of where the attendee was from.
- The distance visitors travel will have an impact on how much one will spend on food and lodging. This study broke out visitors into three broad groups: local (Butler, Harvey, Sedgwick, and Sumner), rest of state (101 counties), and outside of state. Athletics, conferences, and admission data all had registration information that provided zip code level detail. Since there is not a registration process for graduation, this study used a simplifying assumption that allocated these visitors based on share obtained from admissions.

<sup>1</sup> [http://csri-jiiia.org/old/documents/publications/research\\_articles/2013/JIIA\\_2013\\_6\\_6\\_96\\_113\\_Economic\\_Impact.pdf](http://csri-jiiia.org/old/documents/publications/research_articles/2013/JIIA_2013_6_6_96_113_Economic_Impact.pdf)



## Athletics

Of the four tourism segments, athletics has the largest number of visitors on an annual basis. This study used attendance based on the number of people that walked through the gate for each event instead of ticket purchases. Ticket purchases tend to be higher, as season ticket holders sometimes will not attend all events. Further, the only visitors included were at the four largest events that have electronic scanners: volleyball, baseball, men's basketball, and women's basketball. Therefore, softball and smaller events have been excluded.

The largest share of attendance to athletic events in both 2009 and 2019 was from the men's basketball games. In 2019, men's basketball accounted for 74 percent of the total visitors of the four selected sports, with a total of more than 104,000 attendees. Men's basketball also had the highest share of visitors from outside the metro area and outside of the state, with 27 and 45 percent, respectively. The high concentration of out-of-town visitors translates into more new dollars injected into the regional economy.



### Methodology

- Spending patterns of visitors were expected to vary based on event and distance traveled. Within the tourism related activity, all spending for tickets, registration, and concessions were removed from the spending estimates, as the on-campus spending is captured within the budget portion of the impact. This prevents double counting. Those traveling from out of state, unless noted from the department, were assumed to consume across all spending categories: retail, restaurants, accommodations, recreation, entertainment gasoline, and other. Visitors that are outside of the four-county area, but within Kansas were expected to consume retail, recreation, entertainment, and other spending at the same rate as out-of-state visitors. Consumption at restaurants and lodging were reduced, and, in some cases were removed, from the estimates. Local visitors were assumed to only consume retail, food, and other.*

### DID YOU KNOW?



WSU boasts 15 NCAA Division I teams, plus a wide range of intramurals, club sports and health/wellness resources. The University is now the newest member of the American Athletic Conference, placing it in competition with other prestigious universities like Southern Methodist, Memphis, Cincinnati, Houston and Connecticut.



The 141,853 visitors watching one of the four main WSU sporting events supported a total of 343 full-time equivalent jobs with a total labor income of \$6.3 million. The 343 jobs include positions within the athletics department reported earlier in the report, tourism spending, and capital investments. The total output of the Wichita State University Athletics generated \$57.4 million in economic activity.

### ATHLETICS - SCANNED ATTENDANCE

	2009		2019	
	NUMBER	SHARE	NUMBER	SHARE
Volleyball	20,603	10%	12,418	9%
Baseball	54,162	25%	11,507	8%
Men's Basketball	124,719	58%	104,544	74%
Women's Basketball	17,360	8%	13,384	9%
Total	216,844	100%	141,853	100%

Source: CEDBR, Wichita State University Department of Intercollegiate Athletics



### ATHLETICS - 2019 ECONOMIC CONTRIBUTION

	ATHLETICS	TOURISM	CAPITAL INVESTMENT	TOTAL
Employment	144	190	9	343
Labor Income	\$17,889,602	\$6,306,702	\$517,646	\$24,713,950
Output	\$37,331,299	\$19,110,814	\$951,184	\$57,393,297

Source: CEDBR



## Conferences, Admissions, and Graduation

The Conference Management Services, which is a division of the Office for Workforce, Professional & Community Education, had 13 large events in 2019 that drew people in from across the state and nation. These events include the National Association of Community Foundations Annual Conference, No Till on the Plains Conference, and the Kansas Governor's Public Health Conference. The thirteen events had a combined total number of 3,188 attendees in 2019. After factoring in the number of days for each event, Conference Management Services had a total of 5,065 visitor days. The Eugene M. Hughes Metropolitan Complex, which is managed by this department, had a total of 48,453 visitors in 2019. Within the Hughes Metropolitan Complex, there are even more conferences that were hosted by WSU faculty. Since the Conference Management Services does not directly manage those events, that information was excluded. Those events tend to be community focused for regional associations and industries, which play a critical social and economic value to the region. The tourism portion of conferences had a total economic contribution of 9 jobs and just over \$314,000 of labor income to the regional economy on an annual basis.

In 2019, there were 1,742 graduates that attended the graduation ceremonies. The commencement is a significant life achievement and usually celebrated with family and friends present at the events. The Conference Management Services department keeps track of total attendees of the event, which accounted for 15,502 guests in 2019. Although graduation parties would likely generate additional economic spending for party supplies, the only spending adjustment made was to retail and restaurants at fifty percent increase for each. The increase of \$7.81 for retail and \$8.07 for restaurants both reflect the expected spending on graduation gifts and celebrations at full-service restaurants. The tourism portion of commencement had a total economic contribution of 25 jobs with a \$843,000 of labor income.





## VISITOR DAYS

	LOCAL	REST OF STATE	OUT OF STATE	TOTAL
Conferences	861	2,108	2,096	5,065
Admissions	5,515	6,157	3,902	15,574
Graduation	5,981	5,128	4,393	20,639
<b>Total</b>	<b>12,357</b>	<b>13,393</b>	<b>10,390</b>	<b>41,277</b>

Source: CEDBR

The Office of Admissions hosts several events throughout the year to inform and engage potential students and their parents about University programs, colleges, and campus life. There are three groups of events that they provide each year, as defined by that office: daily, group, and other. The daily visits

include a tour of the campus and tend to bring the prospective student along with some family members. The group visits include tours from high schools from around the region and even from other states. The third, other, category includes a variety of special events like the Distinguished Scholarship Invitational and the Black & Yellow Days. The three events accounted for 7,220 students visiting the campus within an academic year. When accounting for family and duration of the visit, the over 7,000 students generate 15,574 visitor days. The tourism portion of admissions supports 21 jobs with an annual labor income of \$690,000.

## 2019 TOTAL CONTRIBUTION - ASSOCIATED ACTIVITY

	EMPLOYMENT	LABOR INCOME	OUTPUT
Conferences	9	\$314,297	\$965,335
Admissions	21	\$690,234	\$2,095,051
Graduation	25	\$842,683	\$2,518,492
<b>Total</b>	<b>56</b>	<b>\$1,847,214</b>	<b>\$5,578,878</b>

Source: CEDBR

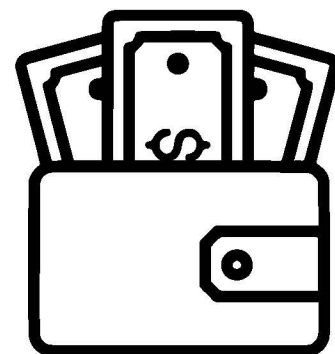




# Student Impact

Beyond their spending on University tuition and books, students play a critical part of a regional economy. Their interaction with the community includes spending at bars, restaurants, and retail stores. These interactions are often key elements that help define college towns, as they contribute to a vibrant nightlife and more robust service sector economies.

Spending patterns of college students are rather unique. Although their earned income tends to put them below the poverty level, their purchasing behaviors can often mirror a more affluent household. College students tend to eat out more, spend money on higher-end clothing, and have a higher budget for entertainment like parties and movies. This study used conservative numbers on spending that were derived from a national organization that annually estimates student spending. Based on the annual survey, Wichita State University students were estimated to spend between \$1,518 to \$2,267 each month on housing, utilities, food, transportation, and other miscellaneous goods.



## DID YOU KNOW?



### WSU students enjoy:

- ⚡ 350+ on-campus events each year
- ⚡ 225+ student organizations
- 100+ cultural events annually
- ⚡ 20+ Greek organizations
- 10 Living Learning Communities for campus residents
- YMCA memberships at 10 area Ys (one of the most successful Y systems in the country) including the campus Y and Student Wellness Center, opening January 2020
- ⚡ Tickets to home athletic events and fine arts performances
- ⚡ A 75+ outdoor sculpture collection
- ⚡ Multiple ways to volunteer and make a difference







This study has estimated undergraduate student spending at \$220.6 million in fiscal year 2019. The largest consumption item, excluding on campus spending, was for off-campus housing and utilities at \$83.2 million. Graduate student spending was estimated at \$74.6 million, and 25.3 percent of total spending.

## ESTIMATED STUDENT SPENDING

	MODERATE		LOW	
	12- Month	1 Month	12- Month	1 Month
<b>Housing/Utilities</b>	\$10,467	\$872.21	\$7,011	\$584.25
<b>Food</b>	\$3,677	\$306.45	\$2,463	\$205.28
<b>Transportation</b>	\$4,624	\$385.33	\$3,097	\$258.12
<b>Miscellaneous</b>	\$8,432	\$702.67	\$5,648	\$470.68
<b>Total</b>	<b>\$27,200</b>	<b>\$2,266.67</b>	<b>\$18,220</b>	<b>\$1,518.33</b>

Source: CEDBR, College Board 2019 Annual Report



### Methodology

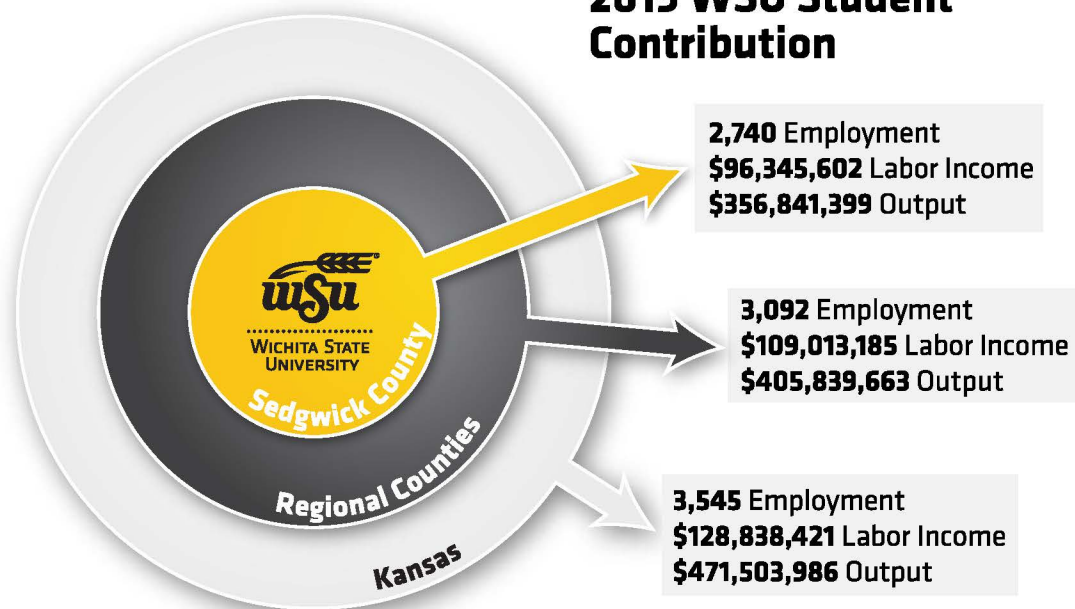
- The spending patterns of Wichita State University students were not known at the time of this study. In lieu of having actual spending, this study used estimates derived from the College Board annual report on low and moderate living expense budgets of higher education. Those estimates were developed from the Bureau of Labor Statistics Consumer Expenditure Survey. The moderate 12-month budget for the United States and the two closest markets to Wichita State University were all estimated at \$27,000. The low 12-month budget was \$18,220 for all three locations.
- This study used the moderate budget for all graduate students and the low budget for all undergraduate students. In both cases, this is likely to underestimate the total spending of each group. Further, all estimated expenditures paid for tuition, fees, books, and supplies, as measured in the 12-month budgets were removed, as a majority of those expenditures would be captured within the University budget revenue. For students living on campus, the study removed all expenditures related to housing, utilities, and food. Removing these types of purchases likely underestimates the economic contribution through food consumption, as students living on campus would still likely eat off campus.



The economic contribution of students on the local, regional and state regional economies was rather substantial. The 16,058 students support 2,740 full-time equivalent jobs within Sedgwick County beyond those directly employed at the University, which expands to 3,545 jobs when widening the scope to the entire state. Those 3,545 jobs in Kansas create \$128.8 million in labor income and \$471.5 million in output.



## 2019 WSU Student Contribution



Source: CEDBR

## TOTAL 2019 STUDENT SPENDING

	UNDERGRADUATE		GRADUATE		Total
	*On Campus	**Off Campus	On Campus	**Off Campus	
Housing/Utilities	-	\$83,212,827.00	-	\$28,523,461.00	\$111,736,288.00
Food	-	\$29,236,939.00	-	\$10,021,757.00	\$39,258,696.00
Transportation	\$1,528,416.00	\$36,762,424.00	\$169,824.00	\$12,601,321.00	\$51,061,985.00
Miscellaneous	\$2,793,312.00	\$67,037,361.00	\$310,368.00	\$22,978,880.00	\$93,119,920.00
<b>Total</b>	<b>\$4,321,728.00</b>	<b>\$216,249,550.00</b>	<b>\$480,192.00</b>	<b>\$74,125,419.00</b>	<b>\$295,176,889.00</b>

\*Excludes: books, supplies, tuition, fees, room, and board

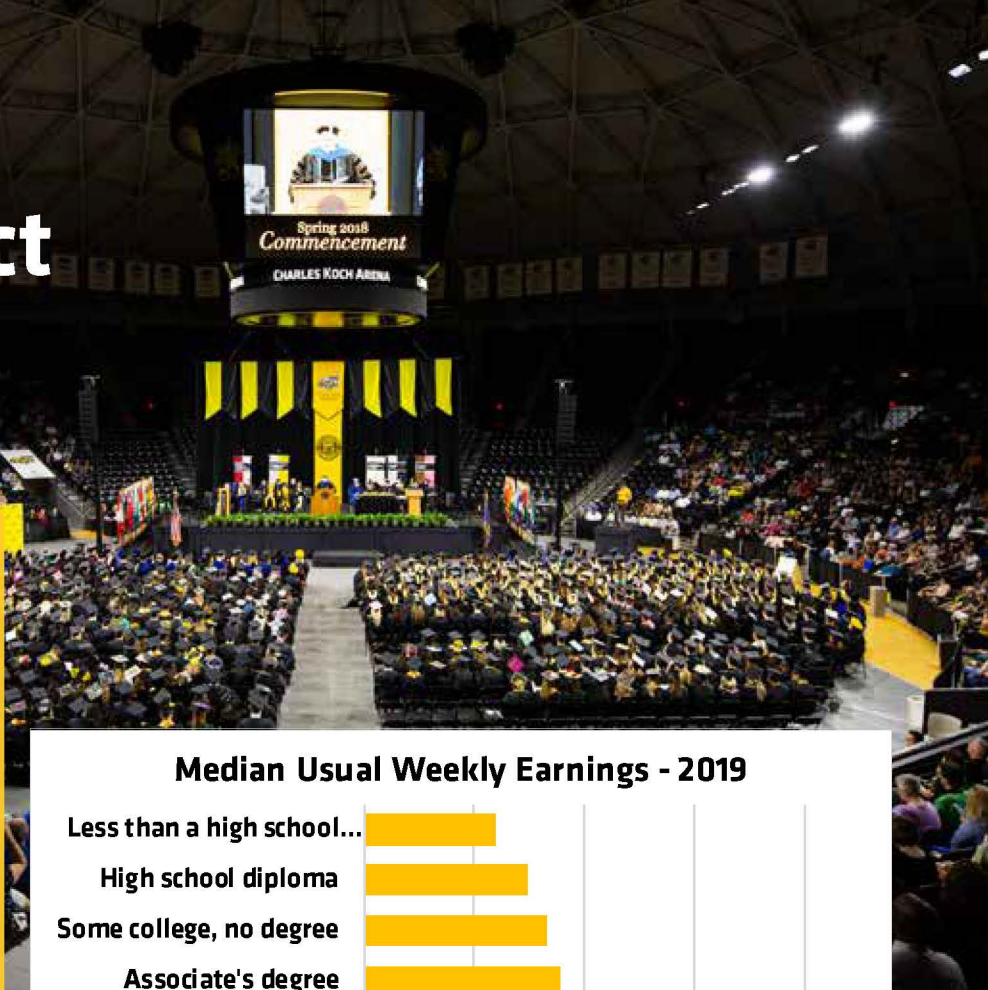
\*\*Excludes: books, supplies, tuition, and fees

Source: CEDBR, College Board 2019 Annual Report

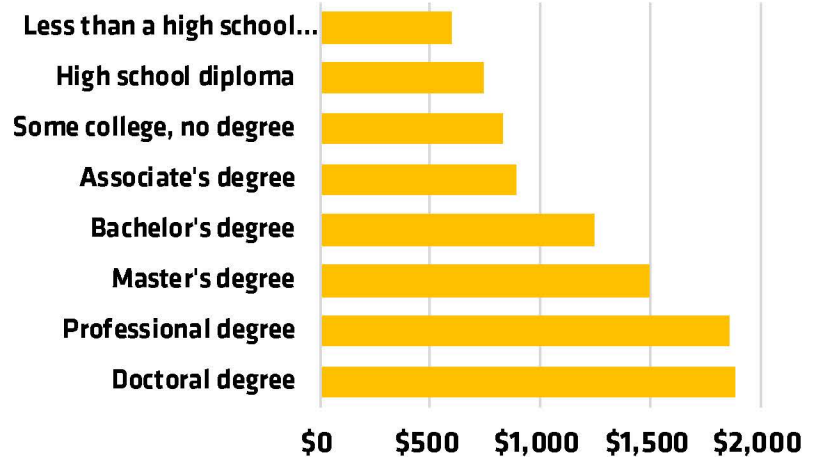


# Alumni Impact

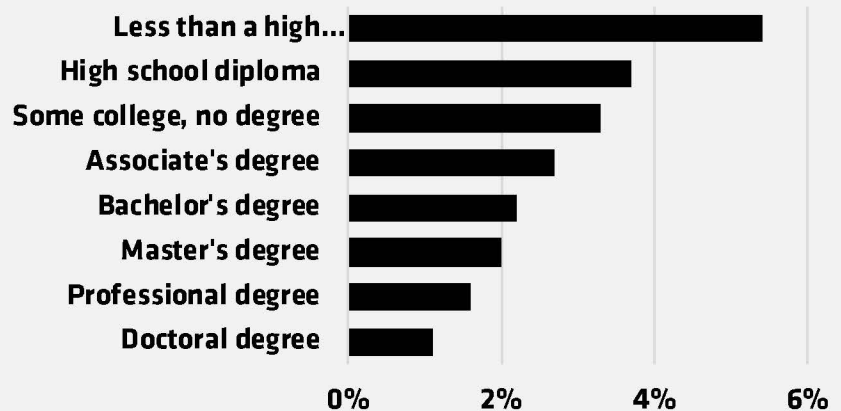
The full economic impact of Wichita State University goes beyond the expenditures from the University's operations, innovative engagement of both centers and institutes, and tourism spending. The University's core function is to improve human capital through instruction. An organization is often said to only be as good as its people, and the role of WSU is to build knowledge, provide applied experiences, and develop skills that support the growth of its organizations. Underlying the concept of improved human capital, is the objective that universities increase the productivity of the students that complete the degree programs and certificates, which in turn increases their profitability to regional organizations. This long-term benefit, which was not captured within the economic contribution section, is best demonstrated by the difference between wages and unemployment rates by educational attainment. In 2019, the median wage of someone working full-time and over 25 years of age, made \$751 per more per week than someone with only a high school diploma. Further the unemployment rate was 2 percent for someone with a master's degree and 3.7 percent for someone with only a high school diploma.



**Median Usual Weekly Earnings - 2019**



**Unemployment Rate - 2019**





The education received by students at WSU provides students with the skills to increase their contribution to the economy after they graduate from WSU. WSU's alumni provide value to the economy throughout Kansas and in every state in the country, enhanced by the valuable skills they learned at WSU.

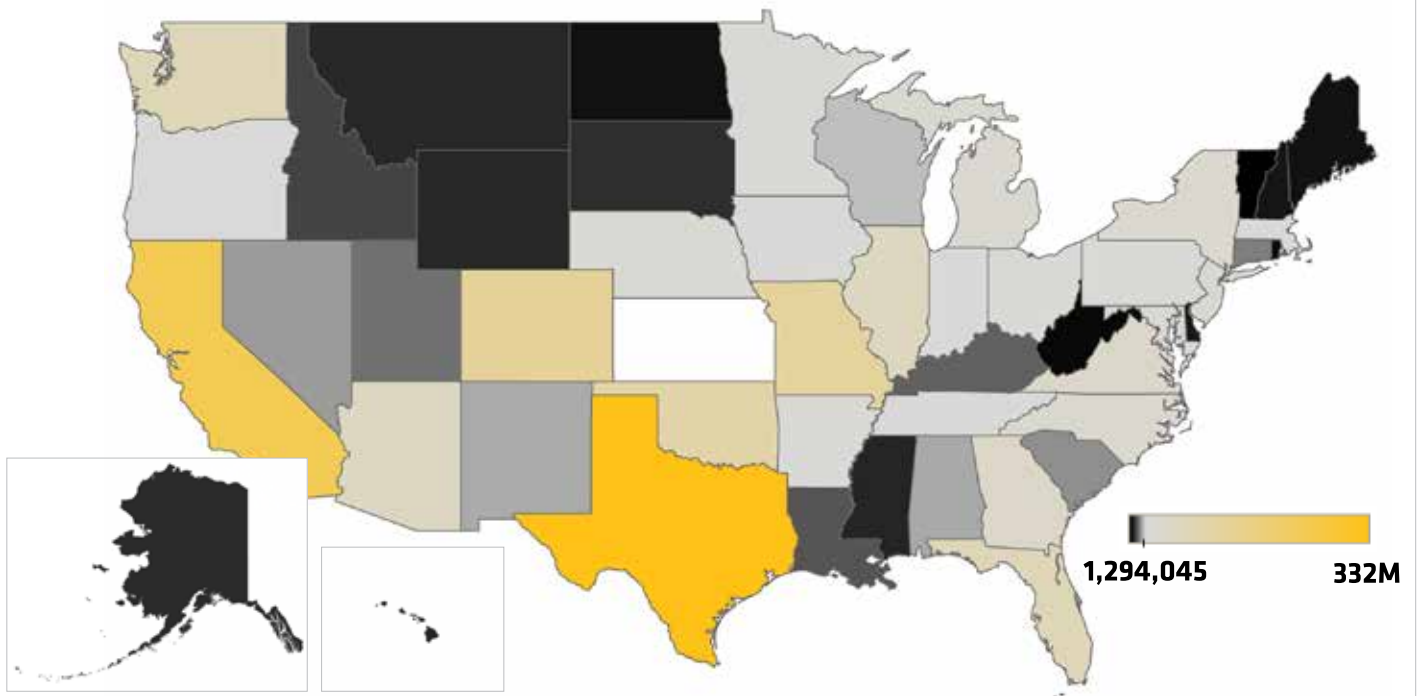
While not all the value of an education at WSU can be easily quantified, this section estimates the effect that graduating from WSU has had on alumni wages and salaries, compared to if they had entered the workforce without a college degree. This was accomplished using a five-year average, from 2014 to 2018, of the estimated earnings by major and geographic location of WSU alumni who graduated between 1968 and 2018. These estimates provide a broad picture of the direct economic contributions of WSU alumni to their local areas. However, it does not capture all benefits like volunteering and civic participation.

WSU alumni were estimated to have contributed almost \$4.7 billion in earnings to the US economy annually, on average, from 2014 to 2018. More than half of these earnings, nearly \$2.4 billion, were estimated to have been added by the alumni college degrees, relative to their expected earnings in their geographic area had they not obtained a college degree.

The economic contribution of WSU alumni grew in each of the five years, from a total contribution of \$4.3 billion in 2014, to \$5 billion in 2018, for average annual growth of 2.8 percent. The net contribution from WSU alumni grew \$2.1 billion to \$2.6 billion in the same period, an average growth of 4.8 percent. The total contribution continues to grow as WSU's enrollment grew in recent years, relative to older cohorts, creating more WSU alumni to contribute to their local economies throughout the state and country. The net contribution grew at an even faster rate than the total contribution, as college degree holders outpaced the earnings of high school graduates both locally and nationally in these five years.



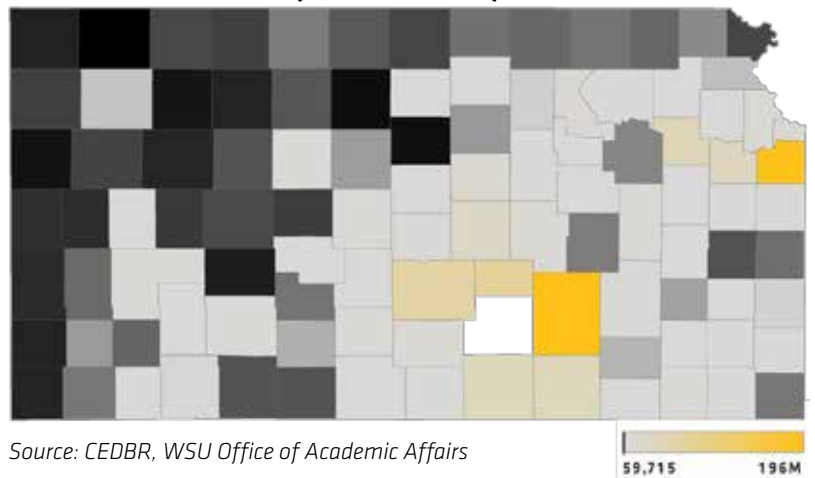




Source: CEDBR, WSU Office of Academic Affairs

Kansas was the single state with the most concentrated WSU alumni earnings, with \$2.7 billion and 59 percent of the total, however every state had some contributions from WSU alumni. Five states had average annual economic contributions from WSU alumni of more than \$100 million: Texas (\$321.8 million), California (\$237.5 million), Colorado (\$130.8 million), Missouri (\$123.1 million), and Oklahoma (\$104.9 million). These states help illustrate both the spread of WSU alumni throughout the country, and the impact WSU alumni have on the regional economy beyond Kansas. All 50 states received some economic contribution from WSU alumni; even Vermont, which had the smallest contribution, still received more than \$1 million from WSU alumni annually. The median state value for WSU alumni economic contribution was \$21.7 million.

#### WSU Alumni Kansas Economic Contributions, 2014-2018 (in U.S. Dollars)



Source: CEDBR, WSU Office of Academic Affairs

Within Kansas, WSU alumni earned an additional \$1.3 billion annually, on net, after attending the University, than they would have if they had entered the labor force with only a high school diploma. Though all 105 counties garnered some benefit from WSU alumni, these gains were not equally distributed throughout the state. The most significant economic contribution occurred in the South Central region, which includes Butler, Cowley, Harper, Harvey, Kingman, Sedgwick and Sumner counties. This region's net economic benefit from WSU alumni totaled more than \$1 billion. In total, WSU alumni earned more than \$2.2 billion in the area, approximately 48 percent of the total nationwide and 80.8 percent of the total statewide economic contribution by WSU alumni.



## FIVE-YEAR AVERAGE ALUMNI EARNINGS

	NET*	TOTAL	TOTAL SHARE
<b>KC Area</b>	\$111,777,477	\$207,320,965	4%
<b>North Central</b>	\$45,882,016	\$117,577,632	3%
<b>Northeast</b>	\$39,701,684	\$95,637,170	2%
<b>Northwest</b>	\$8,155,395	\$20,530,923	0%
<b>South Central</b>	1,068,936,079	\$2,218,663,118	48%
<b>Southeast</b>	\$16,358,851	\$39,884,721	1%
<b>Southwest</b>	\$13,203,750	\$33,186,132	1%
<b>Unspecified Kansas</b>	\$8,536,227	\$15,752,816	0%
<b>KS</b>	\$1,312,551,480	\$2,748,553,476	59%
<b>Rest of Nation</b>	\$1,075,574,283	\$1,916,037,373	41%
<b>U.S.</b>	\$2,388,125,762	\$4,664,590,849	100%

\*Estimated earnings compared to a high school degree

Source: CEDBR 2014-2018

Sedgwick County, the home of the City of Wichita, had the largest single-county total economic contribution of WSU alumni, at \$1.9 billion, indicating that more than 40 percent of all economic contributions of the University alumni were captured locally. Butler County had the second-largest total economic contribution from WSU alumni in the South Central region, at \$182 million. The other counties in the area had ranging between \$3.6 million and \$67.4 million.

While the other six counties in the South Central region have a lower population than Sedgwick County's 516,042 residents, those other counties received levels of economic contribution from WSU alumni approaching the level of Sedgwick County on a per capita basis. The South Central region, on a per capita level, received an average annual contribution from WSU alumni of \$3,237, in an area with average individual earnings of \$56,324. This helps illustrate the sizable overall economic effect that WSU's alumni has on the South Central region, contributing 5.7 percent of the total earnings in the region.



### DID YOU KNOW?



The Wichita area is the state's medical, financial, education, manufacturing, communications, cultural and entertainment hub. It is the "Air Capital of the World," with major aerospace manufacturers and more than 450 supplier networks anchoring the city's industrial base.





Outside of the South Central region, WSU alumni contributed \$529.9 million to the rest of Kansas' counties. The most significant effects were in the Kansas City and the North Central regions, with \$207.3 million and \$117.6 million in total economic contributions from WSU alumni. Within these regions, the counties with the largest average annual economic input from WSU alumni were Johnson County (\$183.1 million), Reno County (\$57.3 million), and McPherson County (\$21.9 million). These regions had a much lower level from WSU alumni on a per capita basis than the South Central region; However, WSU alumni in these two regions still earned \$157.7 million more with their degrees than they would have with only high school educations.







WSU alumni in the other four regions of the state contributed an annual average of \$189.2 million to the state. The Northeast region alone received an average yearly economic input of \$95.6 million, with the largest in Shawnee County (\$37.1 million) and Douglas County (\$28.9 million). While the remaining three regions' contributions were smaller in overall totals on a per capita basis, they were on a similar level to the Northeast region. Every Kansas region's contribution from WSU alumni was higher than any state outside of Kansas when compared on a per capita level. This is another indication that while WSU alumni benefit every state in the country, the strongest impacts are felt throughout the Kansas economy, both in the Wichita area and beyond.

### Methodology

- *Alumni data for graduates from Wichita State University from 1968 to 2018 was obtained from the University to serve as the basis for estimating the economic contribution of alumni to geographic areas. This data contained the most recent county of residence of alumni, and the year of graduation, major, and highest degree conferred. The major was matched with national data on life-cycle earnings by major from The Hamilton Project to create estimates for expected earnings for each individual given their number of years since graduation. The Hamilton Projection estimates also included life-cycle estimates for high school graduates without any college experience, which were used to construct the net contribution for earnings of WSU alumni relative to their expected high school earnings.*
- *The expected earnings based on major and life-cycle were then adjusted based on geography and mortality. Expected earnings based on geography were adjusted using American Community Survey earnings estimates by education to reflect how each state and county's earnings compare to the national average earnings for that education level. Similarly, expected earnings were adjusted using expected mortality data, as the original alumni database did not contain any information on mortality.*



# Appendix

## Faculty and Staff Impact

FACULTY AND STAFF HEADCOUNT BY STATE			
STATE	HEADCOUNT	SHARE	SHARE EXCLUDING KS
AL	1	0%	1%
AZ	2	0%	2%
CA	4	0%	3%
CO	8	0%	7%
FL	4	0%	3%
GA	1	0%	1%
HI	1	0%	1%
IL	2	0%	2%
IN	2	0%	2%
KS	3,008	96%	-
LA	1	0%	1%
MA	2	0%	2%
MI	1	0%	1%
MN	4	0%	3%
MO	24	1%	20%
NC	4	0%	3%
NE	1	0%	1%
NJ	1	0%	1%
NV	1	0%	1%
NY	2	0%	2%
OH	2	0%	2%
OK	8	0%	7%
PA	3	0%	3%
TX	13	0%	11%
UT	1	0%	1%
VA	2	0%	2%
WA	8	0%	7%
WI	1	0%	1%
WV	1	0%	1%
Unknown	13	0%	11%
Total	3,126	100%	-
Total Excluding KS	118	-	100%

Source: CEDBR, WSU, IPEDS 2018



## Faculty and Staff Impact (Continued)

FACULTY AND STAFF HEADCOUNT BY COUNTY			
COUNTY	HEADCOUNT	SHARE	SHARE EXCLUDING SEDGWICK
Allen	1	0%	0%
Barton	1	0%	0%
Bourbon	1	0%	0%
Brown	1	0%	0%
Butler	215	7%	52%
Coffey	1	0%	0%
Cowley	16	1%	4%
Crawford	3	0%	1%
Dickinson	1	0%	0%
Douglas	12	0%	3%
Ellis	3	0%	1%
Ford	2	0%	0%
Geary	3	0%	1%
Gray	1	0%	0%
Greenwood	2	0%	0%
Harper	2	0%	0%
Harvey	35	1%	9%
Johnson	13	0%	3%
Kingman	3	0%	1%
Labette	2	0%	0%
Leavenworth	4	0%	1%
Lyon	3	0%	1%
Marion	7	0%	2%
McPherson	5	0%	1%
Miami	1	0%	0%
Mitchell	1	0%	0%
Pottawatomie	3	0%	1%
Reno	17	1%	4%
Republic	1	0%	0%
Riley	6	0%	1%
Rooks	1	0%	0%
Rush	1	0%	0%
Saline	1	0%	0%
Scott	1	0%	0%
Sedgwick	2597	86%	-
Seward	3	0%	1%
Shawnee	7	0%	2%
Stafford	1	0%	0%
Sumner	21	1%	5%
Wyandotte	9	0%	2%
Total	3,008	100%	-
Total Excluding Sedgwick	411	-	100%

Source: CEDBR, WSU, IPEDS 2018



**ECONOMIC CONTRIBUTION - SEDGWICK COUNTY**

	EMPLOYMENT	LABOR INCOME	VALUE ADDED	OUTPUT
Direct Effect	2,157	\$247,079,008	\$190,831,646	\$388,205,185
Indirect Effect	1,023	\$45,786,121	\$75,488,073	\$160,870,653
Induced Effect	1,348	\$62,135,214	\$109,404,486	\$191,948,897
Total Effect	4,527	\$355,000,343	\$375,724,205	\$741,024,735

Source: CEDBR

**EMPLOYMENT CONTRIBUTION - SEDGWICK COUNTY**

	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	-	0	1	2
Mining	-	4	5	9
Construction	-	31	10	41
Manufacturing	-	7	5	12
TIPU	-	111	53	164
Trade	1,855	29	267	2,151
Service	301	827	1,000	2,128
Government	1	14	7	22
Total	2,157	1,023	1,348	4,527

Source: CEDBR

**LABOR INCOME CONTRIBUTION - SEDGWICK COUNTY**

	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	\$1,568	\$11,671	\$19,176	\$32,414
Mining	\$-	\$147,544	\$203,084	\$350,629
Construction	\$-	\$1,805,674	\$590,571	\$2,396,244
Manufacturing	\$-	\$386,000	\$300,241	\$686,244
TIPU	\$779	\$7,002,061	\$3,615,404	\$10,618,243
Trade	\$57,819,506	\$1,849,555	\$9,373,228	\$69,042,287
Service	\$189,161,205	\$33,473,833	\$47,452,650	\$270,087,688
Government	\$95,951	\$1,109,784	\$580,862	\$1,786,597
Total	\$247,079,008	\$45,786,121	\$62,135,214	\$355,000,343

Source: CEDBR

**OUTPUT CONTRIBUTION - SEDGWICK COUNTY**

	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	\$5,101	\$46,720	\$67,287	\$119,105
Mining	\$-	\$1,068,545	\$1,506,593	\$2,575,139
Construction	\$-	\$6,270,132	\$2,118,374	\$8,388,505
Manufacturing	\$-	\$2,946,561	\$3,679,610	\$6,626,173
TIPU	\$1,748	\$25,475,041	\$14,364,657	\$39,841,447
Trade	\$160,079,606	\$6,120,850	\$28,799,131	\$194,999,587
Service	\$227,682,504	\$116,291,081	\$140,243,342	\$484,216,927
Government	\$436,227	\$2,651,723	\$1,169,907	\$4,257,855
Total	\$388,205,185	\$160,870,653	\$191,948,897	\$741,024,735

Source: CEDBR



## Regional Impact

ECONOMIC IMPACT - REGION				
	EMPLOYMENT	LABOR INCOME	VALUE ADDED	OUTPUT
Direct Effect	2,411	\$276,037,465	\$213,282,428	\$433,715,290
Indirect Effect	1,175	\$52,788,169	\$88,079,010	\$189,041,352
Induced Effect	1,529	\$70,375,551	\$124,298,458	\$219,687,590
Total Effect	5,115	\$399,201,182	\$425,659,897	\$842,444,234
Source: CEDBR				

EMPLOYMENT CONTRIBUTION - REGION				
	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	-	1	2	4
Mining	-	5	7	12
Construction	-	35	12	46
Manufacturing	-	11	6	18
TIPU	-	136	63	199
Trade	2,073	33	301	2,407
Service	336	938	1,130	2,404
Government	1	15	8	25
Total	2,411	1,175	1,529	5,115
Source: CEDBR				

LABOR INCOME CONTRIBUTION - REGION				
	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	\$1,753	\$48,236	\$47,043	\$97,029
Mining	\$-	\$180,563	\$241,554	\$422,118
Construction	\$-	\$2,023,561	\$665,983	\$2,689,540
Manufacturing	\$-	\$613,058	\$426,998	\$1,040,057
TIPU	\$871	\$8,734,213	\$4,340,930	\$13,076,015
Trade	\$64,621,801	\$2,103,520	\$10,541,330	\$77,266,649
Service	\$211,305,803	\$37,802,601	\$53,428,932	\$302,537,336
Government	\$107,239	\$1,265,231	\$662,633	\$2,035,104
Total	\$276,037,465	\$52,770,978	\$70,355,404	\$399,163,845
Source: CEDBR				

OUTPUT CONTRIBUTION - REGION				
DESCRIPTION	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	\$5,701	\$248,446	\$227,235	\$481,378
Mining	\$-	\$1,468,561	\$2,005,020	\$3,473,582
Construction	\$-	\$7,027,611	\$2,390,190	\$9,417,801
Manufacturing	\$-	\$4,713,393	\$4,993,013	\$9,706,409
TIPU	\$1,954	\$34,201,832	\$18,059,337	\$52,263,120
Trade	\$178,912,501	\$7,012,653	\$32,448,396	\$218,373,550
Service	\$254,307,587	\$131,281,599	\$158,201,714	\$543,790,901
Government	\$487,548	\$3,087,259	\$1,362,691	\$4,937,496
Total	\$433,715,290	\$189,041,352	\$219,687,590	\$842,444,234
Source: CEDBR				



## State Impact

### ECONOMIC IMPACT - KANSAS

IMPACT TYPE	EMPLOYMENT	LABOR INCOME	VALUE ADDED	OUTPUT
Direct Effect	2,664	\$300,688,794	\$235,733,210	\$474,693,837
Indirect Effect	1,385	\$65,254,849	\$107,582,050	\$226,935,764
Induced Effect	1,744	\$81,453,033	\$143,617,862	\$254,141,520
Total Effect	5,794	\$447,396,672	\$486,933,124	\$955,771,122

Source: CEDBR

### EMPLOYMENT CONTRIBUTION - KANSAS

DESCRIPTION	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	-	2	3	5
Mining	-	6	8	14
Construction	-	38	13	51
Manufacturing	-	14	9	23
TIPU	-	191	76	268
Trade	2,292	38	338	2,667
Service	371	1,078	1,288	2,736
Government	2	17	9	28
Total	2,664	1,385	1,744	5,794

Source: CEDBR

### LABOR INCOME CONTRIBUTION - KANSAS

DESCRIPTION	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	\$1,937	\$65,975	\$69,683	\$137,593
Mining	\$-	\$227,582	\$274,221	\$501,807
Construction	\$-	\$2,229,370	\$750,774	\$2,980,141
Manufacturing	\$-	\$806,632	\$579,304	\$1,385,938
TIPU	\$963	\$11,783,410	\$5,229,362	\$17,013,735
Trade	\$71,424,095	\$2,448,227	\$11,915,087	\$85,787,407
Service	\$229,143,273	\$46,237,226	\$61,840,253	\$337,220,753
Government	\$118,527	\$1,439,237	\$774,200	\$2,331,965
Total	\$300,688,794	\$65,237,658	\$81,432,885	\$447,359,335

Source: CEDBR

### OUTPUT CONTRIBUTION - KANSAS

DESCRIPTION	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	\$6,301	\$328,827	\$357,789	\$692,914
Mining	\$-	\$1,762,430	\$2,255,069	\$4,017,499
Construction	\$-	\$7,743,558	\$2,694,173	\$10,437,731
Manufacturing	\$-	\$5,884,208	\$6,168,659	\$12,052,869
TIPU	\$2,160	\$43,696,219	\$21,294,462	\$64,992,840
Trade	\$197,745,395	\$8,155,643	\$36,742,910	\$242,643,948
Service	\$276,401,113	\$155,793,738	\$182,970,470	\$615,165,322
Government	\$538,868	\$3,571,141	\$1,657,990	\$5,767,999
Total	\$474,693,837	\$226,935,764	\$254,141,520	\$955,771,122

Source: CEDBR



**ECONOMIC CONTRIBUTION - RESEARCH**

	EMPLOYMENT	LABOR INCOME	VALUE ADDED	OUTPUT
Direct Effect	-	\$48,857,613	\$-	\$35,859,434
Indirect Effect	193	\$8,613,485	\$14,993,578	\$32,489,550
Induced Effect	269	\$12,552,266	\$22,117,358	\$39,134,582
Total Effect	462	\$70,023,362	\$37,110,936	\$107,483,566

Source: CEDBR

**EMPLOYMENT CONTRIBUTION - RESEARCH**

	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	-	0	0	1
Mining	-	1	1	2
Construction	-	4	2	6
Manufacturing	-	2	1	3
TIPU	-	11	12	23
Trade	-	5	52	57
Service	-	167	198	365
Government	-	3	1	4
Total	-	193	269	462

Source: CEDBR

**LABOR INCOME CONTRIBUTION - RESEARCH**

	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	\$-	\$8,962	\$10,835	\$19,796
Mining	\$-	\$33,885	\$42,771	\$76,656
Construction	\$-	\$261,685	\$115,538	\$377,222
Manufacturing	\$-	\$98,880	\$89,779	\$188,660
TIPU	\$-	\$773,595	\$806,629	\$1,580,224
Trade	\$-	\$353,674	\$1,833,390	\$2,187,065
Service	\$48,857,613	\$6,872,994	\$9,535,282	\$65,265,889
Government	\$-	\$209,810	\$118,041	\$327,851
Total	\$48,857,613	\$8,613,485	\$12,552,265	\$70,023,363

Source: CEDBR

**OUTPUT CONTRIBUTION - RESEARCH**

DESCRIPTION	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	\$-	\$55,392	\$55,255	\$110,647
Mining	\$-	\$265,695	\$351,254	\$616,949
Construction	\$-	\$880,192	\$414,413	\$1,294,604
Manufacturing	\$-	\$804,159	\$950,855	\$1,755,014
TIPU	\$-	\$4,007,034	\$3,289,610	\$7,296,644
Trade	\$-	\$1,137,493	\$5,647,265	\$6,784,759
Service	\$35,859,434	\$24,713,682	\$28,176,571	\$88,749,687
Government	\$-	\$625,904	\$249,360	\$875,263
Total	\$35,859,434	\$32,489,551	\$39,134,583	\$107,483,567

Source: CEDBR



## Board of Trustees Impact

### ECONOMIC CONTRIBUTION - BOARD OF TRUSTEES

	EMPLOYMENT	LABOR INCOME	VALUE ADDED	OUTPUT
Direct Effect	-	\$-	\$-	\$ 3,156,780
Indirect Effect	17	\$758,263	\$1,319,916	\$2,860,122
Induced Effect	4	\$164,873	\$290,628	\$515,495
Total Effect	21	\$923,136	\$1,610,544	\$6,532,397

Source: CEDBR

### EMPLOYMENT CONTRIBUTION - BOARD OF TRUSTEES

	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	-	-	-	-
Mining	-	0	-	0
Construction	-	0	-	0
Manufacturing	-	0	-	0
TIPU	-	1	0	1
Trade	-	0	1	1
Service	-	15	3	17
Government	-	0	-	0
Total	-	17	3	21

Source: CEDBR

### LABOR INCOME CONTRIBUTION - BOARD OF TRUSTEES

	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	\$-	\$789	\$150	\$939
Mining	\$-	\$2,983	\$548	\$3,531
Construction	\$-	\$23,037	\$1,522	\$24,559
Manufacturing	\$-	\$8,705	\$1,198	\$9,902
TIPU	\$-	\$68,101	\$10,622	\$78,722
Trade	\$-	\$31,135	\$23,947	\$55,081
Service	\$-	\$605,045	\$125,295	\$730,339
Government	\$-	\$18,470	\$1,592	\$20,062
Total	\$-	\$758,265	\$164,874	\$923,135

Source: CEDBR

### OUTPUT CONTRIBUTION - BOARD OF TRUSTEES

DESCRIPTION	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	\$-	\$4,876	\$765	\$5,642
Mining	\$-	\$23,390	\$4,532	\$27,922
Construction	\$-	\$77,486	\$5,468	\$82,953
Manufacturing	\$-	\$70,792	\$12,642	\$83,433
TIPU	\$-	\$352,748	\$43,103	\$395,849
Trade	\$-	\$100,136	\$74,032	\$174,168
Service	\$3,156,780	\$2,175,597	\$371,488	\$5,703,865
Government	\$-	\$55,099	\$3,467	\$58,567
Total	\$3,156,780	\$2,860,124	\$515,497	\$6,532,399

Source: CEDBR



**ECONOMIC CONTRIBUTION - FOUNDATION**

	EMPLOYMENT	LABOR INCOME	VALUE ADDED	OUTPUT
Direct Effect	-	\$4,160,279	\$-	\$7,386,409
Indirect Effect	22	\$999,305	\$1,739,499	\$3,769,318
Induced Effect	39	\$1,831,819	\$3,227,657	\$5,710,534
Total Effect	62	\$6,991,402	\$4,967,157	\$16,866,261

Source: CEDBR

**EMPLOYMENT CONTRIBUTION - FOUNDATION**

	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	-	-	-	-
Mining	-	0	0	0
Construction	-	1	0	1
Manufacturing	-	0	0	1
TIPU	-	1	2	3
Trade	-	1	8	8
Service	-	19	29	48
Government	-	0	0	1
Total	-	22	39	61

Source: CEDBR

**LABOR INCOME CONTRIBUTION - FOUNDATION**

	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	\$-	\$414	\$964	\$1,378
Mining	\$-	\$3,636	\$5,892	\$9,529
Construction	\$-	\$30,290	\$16,739	\$47,029
Manufacturing	\$-	\$8,873	\$10,899	\$19,773
TIPU	\$-	\$81,043	\$110,508	\$191,551
Trade	\$-	\$40,569	\$266,356	\$306,925
Service	\$4,160,279	\$793,214	\$1,383,399	\$6,336,893
Government	\$-	\$24,075	\$16,914	\$40,987
Total	\$4,160,279	\$982,114	\$1,811,671	\$6,954,066

Source: CEDBR

**OUTPUT CONTRIBUTION - FOUNDATION**

DESCRIPTION	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	\$-	\$6,426	\$8,048	\$14,474
Mining	\$-	\$30,826	\$51,293	\$82,118
Construction	\$-	\$102,116	\$60,468	\$162,585
Manufacturing	\$-	\$93,296	\$138,703	\$231,998
TIPU	\$-	\$464,881	\$480,112	\$944,994
Trade	\$-	\$131,968	\$824,194	\$956,161
Service	\$7,386,409	\$2,867,190	\$4,111,402	\$14,365,002
Government	\$-	\$72,615	\$36,314	\$108,929
Total	\$7,386,409	\$3,769,318	\$5,710,534	\$16,866,261

Source: CEDBR



## Athletics Impact

### 2019 ATHLETICS - SCANNED ATTENDANCE

	LOCAL	REST OF STATE	OUT OF STATE	TOTAL
Volleyball	11,269	997	152	12,418
Baseball	10,561	719	226	11,507
Men's Basketball	29,374	28,189	46,981	104,544
Women's Basketball	12,282	1,041	61	13,384
Total	63,486	30,946	47,421	141,853

Source: CEDBR, Wichita State University Department of Intercollegiate Athletics

### 2019 ATHLETICS - SCANNED ATTENDANCE SHARE BY REGION

	LOCAL	REST OF STATE	OUT OF STATE	TOTAL
Volleyball	91%	8%	1%	100%
Baseball	92%	6%	2%	100%
Men's Basketball	28%	27%	45%	100%
Women's Basketball	92%	8%	0%	100%
Total	45%	22%	33%	100%

Source: CEDBR, Wichita State University Department of Intercollegiate Athletics

### 2009 ATHLETICS - SCANNED ATTENDANCE

	LOCAL	REST OF STATE	OUT OF STATE	TOTAL
Volleyball	18,696	1,654	253	20,603
Baseball	49,711	3,385	1,065	54,162
Men's Basketball	35,043	33,629	56,048	124,719
Women's Basketball	16,519	631	210	17,360
Total	119,969	39,299	57,576	216,844

Source: CEDBR, Wichita State University Department of Intercollegiate Athletics

### 2019 ATHLETICS TOURISM SPENDING

	LOCAL	REST OF STATE	OUT OF STATE	TOTAL
Retail	\$992,396.56	\$483,742.41	\$741,262.33	\$2,217,401.30
Restaurants	\$1,024,508	\$554,883	\$1,530,495	\$3,109,887
Accommodations	\$-	\$688,345	\$2,465,866	\$3,154,211
Game (Tickets, Concessions)	\$-	\$-	\$-	\$-
Recreation	\$-	\$105,097	\$161,045	\$266,141
Entertainment	\$-	\$20,870	\$31,981	\$52,851
Auto-Gas/Service	\$-	\$664,494	\$1,018,236	\$1,682,730
Other	\$58,106	\$28,324	\$43,402	\$129,832
Total	\$2,075,011	\$2,545,755	\$5,992,288	\$10,613,054

Source: CEDBR, Wichita State University Department of Intercollegiate Athletics

### 2009 ATHLETICS TOURISM SPENDING

	LOCAL	REST OF STATE	OUT OF STATE	TOTAL
Retail	\$1,557,197	\$510,104	\$747,334	\$2,814,635
Restaurants	\$1,607,584	\$585,121	\$1,543,032	\$3,735,738
Accommodations	\$-	\$725,856	\$2,486,125	\$3,211,981
Game (Tickets, Concessions)	\$-	\$-	\$-	\$-
Recreation	\$-	\$110,824	\$162,364	\$273,188
Entertainment	\$-	\$22,008	\$32,242	\$54,250
Auto-Gas/Service	\$-	\$700,705	\$1,026,577	\$1,727,282
Other	\$91,176	\$29,867	\$43,758	\$164,801
Total	\$3,255,958	\$2,684,485	\$6,041,433	\$11,981,875

Source: CEDBR, Wichita State University Department of Intercollegiate Athletics



## Athletics Impact (Continued)

### ECONOMIC CONTRIBUTION - ATHLETICS

	EMPLOYMENT	LABOR INCOME	VALUE ADDED	OUTPUT
Direct Effect	-	\$11,302,086	\$-	\$15,017,034
Indirect Effect	61	\$2,714,777	\$4,725,638	\$10,239,975
Induced Effect	83	\$3,872,739	\$6,823,860	\$12,074,289
Total Effect	144	\$17,889,602	\$11,549,499	\$37,331,299

Source: CEDBR

### EMPLOYMENT CONTRIBUTION - ATHLETICS

	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	-	-	0	0
Mining	-	0	0	1
Construction	-	1	1	2
Manufacturing	-	1	1	1
TIPU	-	4	4	7
Trade	-	2	16	18
Service	-	53	61	114
Government	-	1	0	1
Total	-	61	83	144

Source: CEDBR

### LABOR INCOME CONTRIBUTION - ATHLETICS

	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	\$-	\$2,824	\$3,344	\$6,168
Mining	\$-	\$10,680	\$13,195	\$23,874
Construction	\$-	\$82,477	\$35,647	\$118,125
Manufacturing	\$-	\$31,165	\$27,700	\$58,867
TIPU	\$-	\$243,820	\$248,871	\$492,691
Trade	\$-	\$111,471	\$565,642	\$677,113
Service	\$11,302,086	\$2,166,213	\$2,941,918	\$16,410,217
Government	\$-	\$66,128	\$36,422	\$102,550
Total	\$11,302,086	\$2,714,778	\$3,872,739	\$17,889,605

Source: CEDBR

### OUTPUT CONTRIBUTION - ATHLETICS

DESCRIPTION	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	\$-	\$17,459	\$17,051	\$34,509
Mining	\$-	\$83,741	\$108,364	\$192,105
Construction	\$-	\$277,417	\$127,860	\$405,277
Manufacturing	\$-	\$253,453	\$293,380	\$546,833
TIPU	\$-	\$1,262,927	\$1,014,932	\$2,277,858
Trade	\$-	\$358,512	\$1,742,333	\$2,100,845
Service	\$15,017,034	\$7,789,196	\$8,693,417	\$31,499,647
Government	\$-	\$197,271	\$76,952	\$274,222
Total	\$15,017,034	\$10,239,976	\$12,074,289	\$37,331,296

Source: CEDBR



## Wichita Union (RSC) Impact

### ECONOMIC CONTRIBUTION - WICHITA UNION (RSC)

	EMPLOYMENT	LABOR INCOME	VALUE ADDED	OUTPUT
Direct Effect	-	\$3,180,106	\$-	\$4,982,422
Indirect Effect	17	\$763,867	\$1,329,669	\$2,881,256
Induced Effect	27	\$1,255,158	\$2,211,598	\$3,913,024
Total Effect	44	\$5,199,130	\$3,541,266	\$11,776,702

Source: CEDBR

### EMPLOYMENT CONTRIBUTION - WICHITA UNION (RSC)

	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	-	-	-	-
Mining	-	0	0	0
Construction	-	0	0	1
Manufacturing	-	0	0	0
TIPU	-	1	1	2
Trade	-	0	5	6
Service	-	15	20	35
Government	-	0	0	0
Total	-	17	27	44

Source: CEDBR

### LABOR INCOME CONTRIBUTION - WICHITA UNION (RSC)

	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	\$-	\$794	\$1,082	\$1,876
Mining	\$-	\$3,004	\$4,278	\$7,285
Construction	\$-	\$23,206	\$11,553	\$34,760
Manufacturing	\$-	\$8,768	\$8,976	\$17,744
TIPU	\$-	\$68,604	\$80,655	\$149,259
Trade	\$-	\$31,364	\$183,350	\$214,714
Service	\$3,180,106	\$609,515	\$953,469	\$4,743,090
Government	\$-	\$18,606	\$11,797	\$30,403
Total	\$3,180,106	\$763,861	\$1,255,160	\$5,199,131

Source: CEDBR

### OUTPUT CONTRIBUTION - WICHITA UNION (RSC)

DESCRIPTION	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	\$-	\$4,913	\$5,520	\$10,431
Mining	\$-	\$23,562	\$35,135	\$58,698
Construction	\$-	\$78,058	\$41,436	\$119,493
Manufacturing	\$-	\$71,315	\$95,057	\$166,372
TIPU	\$-	\$355,354	\$328,960	\$684,313
Trade	\$-	\$100,876	\$564,718	\$665,594
Service	\$4,982,422	\$2,191,672	\$2,817,294	\$9,991,389
Government	\$-	\$55,507	\$24,906	\$80,413
Total	\$4,982,422	\$2,881,257	\$3,913,026	\$11,776,703

Source: CEDBR



## Student Spending Impact

### ECONOMIC CONTRIBUTION - STUDENT SPENDING

	EMPLOYMENT	LABOR INCOME	VALUE ADDED	OUTPUT
Direct Effect	2,486	\$77,325,522	\$227,469,097	\$309,919,447
Indirect Effect	568	\$28,644,793	\$44,174,655	\$90,052,937
Induced Effect	490	\$22,868,107	\$40,386,135	\$71,531,600
Total Effect	3,545	\$128,838,421	\$312,029,887	\$471,503,986

Source: CEDBR

### EMPLOYMENT CONTRIBUTION - STUDENT SPENDING

	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	-	1	1	2
Mining	-	2	2	5
Construction	-	20	4	23
Manufacturing	-	7	3	9
TIPU	-	141	21	162
Trade	2,233	16	95	2,344
Service	252	376	362	990
Government	2	6	3	10
Total	2,486	569	490	3,545

Source: CEDBR

### LABOR INCOME CONTRIBUTION - STUDENT SPENDING

	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	\$-	\$26,143	\$20,655	\$46,798
Mining	\$-	\$84,777	\$75,286	\$160,063
Construction	\$-	\$1,137,115	\$211,136	\$1,348,250
Manufacturing	\$-	\$377,835	\$166,323	\$544,159
TIPU	\$926	\$8,312,555	\$1,481,376	\$9,794,856
Trade	\$69,592,564	\$928,873	\$3,349,564	\$73,871,000
Service	\$7,617,253	\$17,260,165	\$17,340,364	\$42,217,781
Government	\$114,779	\$517,331	\$223,403	\$855,514
Total	\$77,325,522	\$28,644,793	\$22,868,106	\$128,838,421

Source: CEDBR

### OUTPUT CONTRIBUTION - STUDENT SPENDING

DESCRIPTION	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	\$-	\$84,990	\$105,441	\$190,430
Mining	\$-	\$640,485	\$622,697	\$1,263,183
Construction	\$-	\$4,069,471	\$758,156	\$4,827,627
Manufacturing	\$-	\$2,396,657	\$1,757,864	\$4,154,522
TIPU	\$2,076	\$26,197,294	\$5,991,972	\$32,191,342
Trade	\$192,350,177	\$3,257,547	\$10,356,536	\$205,964,261
Service	\$117,032,524	\$52,472,739	\$51,444,380	\$220,949,642
Government	\$534,669	\$933,752	\$494,553	\$1,962,975
Total	\$309,919,447	\$90,052,935	\$71,531,599	\$471,503,984

Source: CEDBR



## Athletics Tourism Impact

### ECONOMIC CONTRIBUTION - ATHLETICS TOURISM

	EMPLOYMENT	LABOR INCOME	VALUE ADDED	OUTPUT
Direct Effect	137	\$3,739,734	\$6,354,272	\$11,054,288
Indirect Effect	29	\$1,447,994	\$2,284,862	\$4,556,189
Induced Effect	24	\$1,118,975	\$1,976,398	\$3,500,337
Total Effect	190	\$6,306,702	\$10,615,532	\$19,110,814

Source: CEDBR

### EMPLOYMENT CONTRIBUTION - ATHLETICS TOURISM

	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	-	0	-	0
Mining	-	0	0	0
Construction	-	0	0	1
Manufacturing	-	0	0	1
TIPU	-	4	1	5
Trade	45	1	5	51
Service	92	21	18	131
Government	-	1	0	1
Total	137	29	24	190

Source: CEDBR

### LABOR INCOME CONTRIBUTION - ATHLETICS TOURISM

	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	\$1,471	\$3,902	\$1,011	\$6,384
Mining	\$-	\$5,441	\$3,684	\$9,126
Construction	\$-	\$27,464	\$10,330	\$37,793
Manufacturing	\$-	\$28,086	\$8,143	\$36,228
TIPU	\$29	\$281,857	\$72,517	\$354,403
Trade	\$1,389,671	\$71,982	\$163,974	\$1,625,627
Service	\$2,345,699	\$970,755	\$848,380	\$4,164,833
Government	\$2,863	\$58,506	\$10,935	\$72,304
Total	\$3,739,734	\$1,447,992	\$1,118,974	\$6,306,699

Source: CEDBR

### OUTPUT CONTRIBUTION - ATHLETICS TOURISM

DESCRIPTION	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	\$4,785	\$19,604	\$5,164	\$29,553
Mining	\$-	\$43,944	\$30,477	\$74,421
Construction	\$-	\$92,373	\$37,096	\$129,468
Manufacturing	\$-	\$208,131	\$86,063	\$294,194
TIPU	\$66	\$1,074,070	\$293,329	\$1,367,465
Trade	\$4,094,091	\$239,216	\$506,989	\$4,840,295
Service	\$6,952,139	\$2,791,702	\$2,517,000	\$12,260,840
Government	\$3,207	\$87,147	\$24,221	\$114,575
Total	\$11,054,288	\$4,556,187	\$3,500,338	\$19,110,811

Source: CEDBR



## Conferences Impact

### ECONOMIC CONTRIBUTION - CONFERENCES

	EMPLOYMENT	LABOR INCOME	VALUE ADDED	OUTPUT
Direct Effect	7	\$183,422	\$318,253	\$555,748
Indirect Effect	2	\$75,014	\$117,795	\$234,756
Induced Effect	1	\$55,861	\$98,675	\$174,831
Total Effect	9	\$314,297	\$534,723	\$965,335

Source: CEDBR

### EMPLOYMENT CONTRIBUTION - CONFERENCES

	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	-	-	-	-
Mining	-	-	-	-
Construction	-	-	-	-
Manufacturing	-	-	-	-
TIPU	-	0	-	0
Trade	2	0	0	3
Service	5	1	1	6
Government	-	-	-	-
Total	7	2	1	9

Source: CEDBR

### LABOR INCOME CONTRIBUTION - CONFERENCES

	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	\$94	\$206	\$51	\$351
Mining	\$-	\$281	\$184	\$466
Construction	\$-	\$1,459	\$515	\$1,975
Manufacturing	\$-	\$1,437	\$413	\$1,850
TIPU	\$1	\$14,907	\$3,635	\$18,543
Trade	\$69,323	\$3,611	\$8,175	\$81,109
Service	\$113,879	\$50,128	\$42,341	\$206,349
Government	\$125	\$2,986	\$546	\$3,657
Total	\$183,422	\$75,015	\$55,860	\$314,300

Source: CEDBR

### OUTPUT CONTRIBUTION - CONFERENCES

DESCRIPTION	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	\$305	\$1,010	\$266	\$1,581
Mining	\$-	\$2,276	\$1,529	\$3,805
Construction	\$-	\$4,909	\$1,850	\$6,759
Manufacturing	\$-	\$10,638	\$4,338	\$14,977
TIPU	\$3	\$56,668	\$14,718	\$71,390
Trade	\$212,086	\$12,018	\$25,282	\$249,386
Service	\$343,214	\$142,748	\$125,635	\$611,597
Government	\$140	\$4,487	\$1,213	\$5,840
Total	\$555,748	\$234,754	\$174,831	\$965,335

Source: CEDBR



## Admissions Impact

### ECONOMIC CONTRIBUTION - ADMISSIONS

	EMPLOYMENT	LABOR INCOME	VALUE ADDED	OUTPUT
Direct Effect	15	\$408,080	\$696,432	\$1,209,784
Indirect Effect	3	\$159,688	\$251,604	\$502,175
Induced Effect	3	\$122,465	\$216,304	\$383,092
Total Effect	21	\$690,234	\$1,164,340	\$2,095,051

Source: CEDBR

### EMPLOYMENT CONTRIBUTION - ADMISSIONS

	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	-	-	-	-
Mining	-	-	-	-
Construction	-	-	-	0
Manufacturing	-	-	-	-
TIPU	-	0	0	1
Trade	5	0	0	6
Service	10	2	2	14
Government	-	0	-	0
Total	15	3	3	20

Source: CEDBR

### LABOR INCOME CONTRIBUTION - ADMISSIONS

	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	\$189	\$428	\$111	\$726
Mining	\$-	\$591	\$403	\$995
Construction	\$-	\$3,071	\$1,131	\$4,201
Manufacturing	\$-	\$3,020	\$892	\$3,911
TIPU	\$3	\$32,109	\$7,936	\$40,048
Trade	\$161,351	\$7,777	\$17,944	\$187,073
Service	\$246,239	\$106,459	\$92,852	\$445,550
Government	\$299	\$6,234	\$1,196	\$7,730
Total	\$408,081	\$159,689	\$122,466	\$690,233

Source: CEDBR

### OUTPUT CONTRIBUTION - ADMISSIONS

DESCRIPTION	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	\$614	\$2,102	\$565	\$3,281
Mining	\$-	\$4,770	\$3,337	\$8,106
Construction	\$-	\$10,328	\$4,059	\$14,388
Manufacturing	\$-	\$22,330	\$9,418	\$31,748
TIPU	\$7	\$120,347	\$32,102	\$152,456
Trade	\$482,258	\$25,875	\$55,485	\$563,617
Service	\$726,569	\$307,059	\$275,476	\$1,309,104
Government	\$336	\$9,366	\$2,649	\$12,350
Total	\$1,209,784	\$502,177	\$383,092	\$2,095,050

Source: CEDBR



### ECONOMIC CONTRIBUTION - GRADUATION

	EMPLOYMENT	LABOR INCOME	VALUE ADDED	OUTPUT
Direct Effect	18	\$503,369	\$837,374	\$1,448,816
Indirect Effect	4	\$189,506	\$300,858	\$600,764
Induced Effect	3	\$149,808	\$264,653	\$468,912
Total Effect	25	\$842,683	\$1,402,886	\$2,518,492

Source: CEDBR

### EMPLOYMENT CONTRIBUTION - GRADUATION

	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	-	-	-	-
Mining	-	-	-	-
Construction	-	0	-	0
Manufacturing	-	-	-	-
TIPU	-	1	0	1
Trade	6	0	1	7
Service	12	3	2	17
Government	-	0	-	0
Total	18	4	3	25

Source: CEDBR

### LABOR INCOME CONTRIBUTION - GRADUATION

	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	\$170	\$534	\$140	\$844
Mining	\$-	\$698	\$493	\$1,190
Construction	\$-	\$3,449	\$1,381	\$4,829
Manufacturing	\$-	\$3,740	\$1,107	\$4,847
TIPU	\$3	\$37,652	\$9,756	\$47,413
Trade	\$197,829	\$9,498	\$21,926	\$229,253
Service	\$304,934	\$126,623	\$113,537	\$545,094
Government	\$433	\$7,313	\$1,468	\$9,215
Total	\$503,369	\$189,507	\$149,808	\$842,685

Source: CEDBR

### OUTPUT CONTRIBUTION - GRADUATION

DESCRIPTION	DIRECT	INDIRECT	INDUCED	TOTAL
Agriculture	\$554	\$2,719	\$715	\$3,988
Mining	\$-	\$5,650	\$4,094	\$9,744
Construction	\$-	\$11,598	\$4,960	\$16,558
Manufacturing	\$-	\$27,790	\$11,645	\$39,436
TIPU	\$7	\$141,347	\$39,480	\$180,835
Trade	\$567,790	\$31,562	\$67,819	\$667,172
Service	\$879,981	\$369,100	\$336,929	\$1,586,010
Government	\$485	\$10,996	\$3,269	\$14,751
Total	\$1,448,817	\$600,762	\$468,911	\$2,518,494

Source: CEDBR



## University Comparison

UNDERGRADUATES						
	TOTAL		MALE		FEMALE	
	2013-14	2018-19	2013-14	2018-19	2013-14	2018-19
Auburn University	19,799	24,628	10,108	12,709	9,691	11,919
Clemson University	16,931	19,669	9,156	10,041	7,775	9,628
Kansas State University	20,169	17,869	10,503	9,451	9,666	8,418
New Mexico State University-Main Campus	13,582	11,687	6,365	5,244	7,217	6,443
Old Dominion University	19,819	19,372	9,117	8,630	10,702	10,742
University of Kansas	19,217	19,596	9,639	9,477	9,578	10,119
University of Nevada-Reno	15,694	17,930	7,453	8,554	8,241	9,376
Oklahoma State University	20,660	20,597	10,491	10,443	10,169	10,154
Wichita State University	11,670	13,006	5,564	5,891	6,106	7,115

Source: CEDBR, IPEDS (Fall Headcount)

GRADUATES						
	TOTAL		MALE		FEMALE	
	2013-14	2018-19	2013-14	2018-19	2013-14	2018-19
Auburn University	5,065	5,812	2,520	2,711	2,545	3,101
Clemson University	4,372	5,282	2,418	2,648	1,954	2,634
Kansas State University	4,412	4,352	1,956	1,793	2,456	2,559
New Mexico State University-Main Campus	3,183	2,602	1,325	1,103	1,858	1,499
Old Dominion University	5,009	4,804	2,082	1,937	2,927	2,867
University of Kansas	7,751	8,094	3,498	3,520	4,253	4,574
University of Nevada-Reno	3,082	3,533	1,476	1,461	1,606	2,072
Oklahoma State University	5,413	4,093	2,955	2,008	2,458	2,085
Wichita State University	2,716	2,772	1,318	1,259	1,398	1,513

Source: CEDBR, IPEDS (Fall Headcount)

UNDERGRADUATES												
	ASIAN		BLACK OR AFRICAN-AMERICAN		HISPANIC		NON-HISPANIC WHITE		NON-RESIDENT ALIEN		OTHER	
	2013-14	2018-19	2013-14	2018-19	2013-14	2018-19	2013-14	2018-19	2013-14	2018-19	2013-14	2018-19
Auburn University	2%	2%	7%	5%	3%	3%	85%	79%	1%	7%	2%	3%
Clemson University	2%	3%	6%	6%	3%	5%	83%	81%	1%	1%	5%	4%
Kansas State University	1%	2%	4%	3%	6%	8%	77%	78%	7%	5%	5%	5%
New Mexico State University-Main Campus	1%	1%	3%	2%	52%	61%	32%	26%	4%	4%	7%	5%
Old Dominion University	4%	5%	26%	31%	7%	9%	52%	44%	1%	1%	10%	10%
University of Kansas	4%	5%	4%	4%	6%	8%	74%	70%	7%	6%	6%	6%
University of Nevada-Reno	7%	8%	3%	3%	16%	21%	64%	56%	2%	1%	8%	10%
Oklahoma State University	2%	2%	5%	4%	5%	8%	72%	67%	3%	4%	14%	14%
Wichita State University	7%	7%	6%	6%	9%	12%	64%	58%	7%	9%	7%	8%

*1 "Other" includes American Indians, Native Hawaiians, Other Pacific Islanders, students identifying as two or more races, and students with unknown race*

Source: CEDBR, IPEDS (Fall Headcount)



## University Comparison (Continued)

GRADUATES												
	ASIAN		BLACK OR AFRICAN-AMERICAN		HISPANIC		NON-HISPANIC WHITE		NON-RESIDENT ALIEN		OTHER	
	2013-14	2018-19	2013-14	2018-19	2013-14	2018-19	2013-14	2018-19	2013-14	2018-19	2013-14	2018-19
Auburn University	3%	2%	8%	8%	2%	3%	65%	62%	20%	22%	2%	2%
Clemson University	1%	2%	5%	6%	2%	3%	51%	61%	31%	24%	11%	4%
Kansas State University	2%	2%	4%	3%	4%	5%	69%	66%	17%	19%	5%	5%
New Mexico State University-Main Campus	2%	2%	3%	3%	34%	37%	35%	35%	17%	18%	10%	5%
Old Dominion University	3%	4%	12%	15%	4%	5%	63%	60%	10%	10%	8%	7%
University of Kansas	4%	4%	3%	4%	3%	5%	67%	66%	14%	13%	8%	8%
University of Nevada-Reno	6%	6%	2%	3%	8%	12%	68%	59%	9%	11%	8%	8%
Oklahoma State University	2%	2%	3%	4%	4%	5%	59%	59%	24%	22%	8%	8%
Wichita State University	4%	4%	5%	5%	4%	7%	57%	62%	25%	17%	6%	5%
1 "Other" includes American Indians, Native Hawaiians, Other Pacific Islanders, students identifying as two or more races, and students with unknown race												
Source: CEDBR, IPEDS (Fall Headcount)												

UNDERGRADUATES						
	UNDER 25		25 TO 49		50 AND OVER	
	2013-14	2017-18	2013-14	2017-18	2013-14	2017-18
Auburn University	96%	96%	4%	4%	0%	0%
Clemson University	96%	96%	4%	3%	0%	0%
Kansas State University	90%	91%	10%	9%	0%	0%
New Mexico State University-Main Campus	76%	80%	22%	19%	2%	2%
Old Dominion University	73%	73%	25%	25%	2%	2%
University of Kansas	90%	91%	10%	8%	1%	1%
University of Nevada-Reno	85%	89%	14%	11%	1%	1%
Oklahoma State University	87%	86%	12%	10%	1%	1%
Wichita State University	71%	72%	27%	24%	2%	5%
Source: CEDBR, IPEDS (Fall Headcount)						

GRADUATES						
	UNDER 25		25 TO 49		50 AND OVER	
	2013-14	2017-18	2013-14	2017-18	2013-14	2017-18
Auburn University	36%	36%	61%	61%	4%	3%
Clemson University	31%	28%	65%	68%	4%	4%
Kansas State University	27%	29%	67%	67%	6%	5%
New Mexico State University-Main Campus	18%	18%	72%	73%	10%	9%
Old Dominion University	19%	19%	71%	72%	9%	9%
University of Kansas	27%	27%	70%	69%	4%	3%
University of Nevada-Reno	18%	20%	74%	74%	8%	6%
Oklahoma State University	24%	27%	70%	73%	5%	5%
Wichita State University	28%	27%	66%	65%	6%	8%
Source: CEDBR, IPEDS (Fall Headcount)						



## University Comparison (Continued)

TOTAL PRICE								
	ON CAMPUS				OFF CAMPUS			
	IN-STATE		OUT-OF STATE		IN-STATE		OUT-OF STATE	
	2013-14	2018-19	2013-14	2018-19	2013-14	2018-19	2013-14	2018-19
Auburn University	\$25,282	\$31,590	\$41,794	\$50,838	\$25,282	\$31,590	\$41,794	\$50,838
Clemson University	\$28,502	\$31,270	\$45,936	\$53,024	\$27,698	\$31,270	\$45,132	\$53,024
Kansas State University	\$21,331	\$24,923	\$34,276	\$40,427	\$21,015	\$23,167	\$33,960	\$38,671
New Mexico State University-Main Campus	\$18,255	\$21,380	\$31,679	\$36,464	\$18,255	\$21,286	\$31,679	\$36,370
Old Dominion University	\$22,267	\$26,456	\$37,927	\$45,356	\$22,267	\$26,456	\$37,927	\$45,356
University of Kansas	\$22,277	\$26,566	\$37,043	\$42,776	\$23,427	\$25,042	\$38,193	\$41,252
University of Nevada-Reno	\$22,600	\$25,039	\$36,510	\$39,676	\$24,100	\$25,039	\$38,010	\$39,676
Oklahoma State University	\$21,842	\$24,105	\$34,427	\$39,625	\$21,842	\$24,105	\$34,427	\$39,625
Wichita State University	\$17,397	\$24,042	\$25,431	\$33,224	\$21,317	\$23,117	\$29,351	\$32,299
Source: CEDBR, IPEDS (Fall Headcount) - 2018								

PELL GRANT					AWARDED GRANT			
	2013-14	2017 18	2013-14	2017 18	2013-14	2017 18	2013-14	2017 18
Auburn University	13%	14%	\$4,330	\$4,661	70%	64%	\$7,632	\$9,634
Clemson University	15%	15%	\$4,289	\$4,504	84%	89%	\$9,986	\$10,698
Kansas State University	23%	21%	\$3,889	\$4,139	72%	79%	\$5,291	\$6,796
New Mexico State University-Main Campus	43%	48%	\$4,448	\$5,010	95%	99%	\$8,753	\$12,028
Old Dominion University	34%	45%	\$4,467	\$4,724	83%	93%	\$7,316	\$7,692
University of Kansas	23%	23%	\$3,975	\$4,434	70%	75%	\$7,112	\$9,096
University of Nevada-Reno	29%	30%	\$4,022	\$4,706	83%	78%	\$4,978	\$6,548
Oklahoma State University	26%	28%	\$4,072	\$4,757	78%	82%	\$8,353	\$9,878
Wichita State University	35%	38%	\$4,273	\$4,377	87%	78%	\$5,367	\$6,055
Source: CEDBR, IPEDS (Fall Headcount) - 2018								



## Community Comparison

### POPULATION BY GENERATION

	GREATEST GENERATION	BABY BOOMER	GENERATION X	MILLENNIAL	GENERATION Z	ALPHA
	1945/Earlier	1946 to 1964	1965 to 1980	1981 to 1998	1999 to 2016	2017 to Present
Wichita State University	6.9%	20.7%	18.7%	24.7%	24.8%	4.3%
Aspirant Group	5.9%	17.4%	14.5%	18.9%	40.6%	2.7%
Kansas Universities	6.3%	19.5%	18.8%	26.7%	24.7%	4.0%
Peer Group	6.6%	21.1%	19.2%	26.5%	22.9%	3.7%

Source: CEDBR, ESRI

### SHARE OF EMPLOYMENT - ASPIRANT GROUP

	AUBURN UNIVERSITY	CLEMSON UNIVERSITY	OKLAHOMA STATE UNIVERSITY
Agriculture/Mining	1%	1%	5%
Construction	6%	8%	8%
Manufacturing	15%	18%	9%
Wholesale Trade	2%	3%	2%
Retail Trade	11%	10%	10%
Transportation/Utilities	4%	5%	5%
Information	1%	2%	1%
Finance/Insurance/Real Estate	6%	4%	5%
Services	48%	47%	52%
Public Administration	5%	3%	5%

Source: CEDBR, ESRI 2019, Census ACS (30 mile Radii)

### SHARE OF EMPLOYMENT - KANSAS

	KANSAS STATE UNIVERSITY	UNIVERSITY OF KANSAS	WICHITA STATE UNIVERSITY
Agriculture/Mining	3%	1%	1%
Construction	7%	7%	8%
Manufacturing	7%	9%	18%
Wholesale Trade	2%	3%	3%
Retail Trade	11%	11%	11%
Transportation/Utilities	3%	6%	5%
Information	1%	2%	1%
Finance/Insurance/Real Estate	5%	8%	5%
Services	53%	48%	45%
Public Administration	8%	6%	4%

Source: CEDBR, ESRI 2019, Census ACS (30 mile Radii)

### SHARE OF EMPLOYMENT - PEER GROUP

	UNIVERSITY OF NEVADA-RENO	NEW MEXICO STATE UNIVERSITY MAIN CAMPUS	OLD DOMINION UNIVERSITY
Agriculture/Mining	1%	2%	0%
Construction	8%	6%	7%
Manufacturing	8%	5%	8%
Wholesale Trade	3%	2%	2%
Retail Trade	11%	10%	11%
Transportation/Utilities	6%	5%	5%
Information	1%	2%	2%
Finance/Insurance/Real Estate	6%	4%	6%
Services	50%	56%	49%
Public Administration	5%	9%	10%

Source: CEDBR, ESRI 2019, Census ACS (30 mile Radii)



## Community Comparison (Continued)

### SHARE OF OCCUPATIONS - ASPIRANT GROUP

	AUBURN UNIVERSITY	CLEMSON UNIVERSITY	OKLAHOMA STATE UNIVERSITY
White Collar	59%	54%	59%
Management/Business/Financial	13%	11%	13%
Professional	22%	20%	25%
Sales	11%	10%	9%
Administrative Support	13%	13%	13%
Services	18%	19%	18%
Blue Collar	24%	27%	23%
Farming/Forestry/Fishing	0%	1%	1%
Construction/Extraction	4%	5%	7%
Installation/Maintenance/Repair	4%	4%	4%
Production	10%	11%	7%
Transportation/Material Moving	6%	6%	6%

Source: CEDBR, ESRI 2019, Census ACS (30 mile Radii)

### SHARE OF OCCUPATIONS - KANSAS

	KANSAS STATE UNIVERSITY	UNIVERSITY OF KANSAS	WICHITA STATE UNIVERSITY
White Collar	61%	67%	1%
Management/Business/Financial	13%	16%	0%
Professional	26%	27%	0%
Sales	8%	10%	0%
Administrative Support	13%	14%	0%
Services	19%	16%	0%
Blue Collar	19%	18%	0%
Farming/Forestry/Fishing	1%	0%	0%
Construction/Extraction	4%	4%	0%
Installation/Maintenance/Repair	4%	3%	0%
Production	5%	5%	0%
Transportation/Material Moving	5%	5%	0%

Source: CEDBR, ESRI 2019, Census ACS (30 mile Radii)

### SHARE OF OCCUPATIONS - PEER GROUP

	UNIVERSITY OF NEVADA-RENO	NEW MEXICO STATE UNIVERSITY MAIN CAMPUS	OLD DOMINION UNIVERSITY
White Collar	59%	58%	62%
Management/Business/Financial	14%	11%	14%
Professional	20%	23%	23%
Sales	11%	10%	11%
Administrative Support	14%	15%	14%
Services	21%	25%	19%
Blue Collar	20%	17%	20%
Farming/Forestry/Fishing	0%	2%	0%
Construction/Extraction	6%	5%	5%
Installation/Maintenance/Repair	3%	3%	4%
Production	5%	3%	5%
Transportation/Material Moving	7%	5%	5%

Source: CEDBR, ESRI 2019, Census ACS (30 mile Radii)



## Community Comparison (Continued)

HOUSEHOLD INCOME									
	<\$15,000	\$15,000 - \$24,999	\$25,000 - \$34,999	\$35,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000 \$149,999	\$150,000 \$199,999	\$200,000+
Auburn University	16%	11%	12%	12%	17%	12%	12%	4%	3%
Clemson University	15%	11%	12%	15%	17%	11%	12%	4%	3%
Kansas State University	11%	8%	10%	19%	22%	12%	12%	4%	3%
New Mexico State University-Main Campus	19%	13%	12%	13%	17%	8%	12%	3%	3%
Old Dominion University	10%	8%	7%	12%	19%	15%	17%	7%	6%
University of Kansas	7%	8%	8%	13%	18%	14%	19%	7%	6%
University of Nevada-Reno	8%	8%	8%	13%	21%	13%	17%	6%	7%
Oklahoma State University	14%	12%	11%	12%	19%	12%	13%	4%	4%
Wichita State University	11%	9%	10%	15%	20%	13%	15%	4%	4%

Source: CEDBR, ESRI 2019, Census ACS (30 mile Radii)



**WICHITA STATE UNIVERSITY - RESEARCH FUNDING**

	2010	2011	2012	2013	2014	2015	2016	2017	2018
U.S. Federal Government	\$13,751	\$20,569	\$19,078	\$13,434	\$10,424	\$7,728	\$10,442	\$21,685	\$18,706
State and Local Government	\$5,626	\$5,592	\$4,832	\$8,740	\$7,332	\$8,547	\$10,277	\$8,471	\$6,922
Business	\$22,618	\$26,348	\$26,724	\$27,534	\$30,942	\$31,257	\$33,193	\$38,166	\$43,747
Nonprofit Organizations	\$249	\$302	\$216	\$110	\$171	\$157	\$253	\$286	\$418
Institutional Funds	\$9,280	\$10,727	\$10,429	\$11,570	\$9,981	\$12,238	\$11,752	\$9,904	\$11,314
All Other Sources	\$-	\$-	\$-	\$-	\$9	\$13	\$13	\$2	\$30
Total	\$51,524	\$63,538	\$61,279	\$61,388	\$58,859	\$59,940	\$65,930	\$78,514	\$81,137

Source: CEDBR, HERD (000)

**PEER GROUP - RESEARCH FUNDING**

	2010	2011	2012	2013	2014	2015	2016	2017	2018
U.S. Federal Government	\$191,201	\$187,352	\$184,714	\$183,669	\$175,232	\$170,629	\$155,406	\$157,079	\$149,228
State and Local Government	\$27,532	\$25,226	\$26,575	\$24,641	\$33,461	\$33,375	\$39,879	\$42,696	\$35,017
Business	\$12,151	\$9,227	\$8,021	\$6,729	\$5,541	\$6,584	\$8,756	\$4,904	\$6,219
Nonprofit Organizations	\$3,659	\$3,386	\$2,480	\$4,121	\$5,309	\$4,300	\$4,881	\$6,274	\$7,314
Institutional Funds	\$106,827	\$98,441	\$101,560	\$103,583	\$58,487	\$59,609	\$60,095	\$57,998	\$93,012
All Other Sources	\$9,101	\$7,362	\$8,106	\$8,557	\$10,593	\$13,110	\$11,131	\$10,928	\$8,418
Total	\$350,471	\$330,994	\$331,456	\$331,300	\$288,623	\$287,607	\$280,148	\$279,879	\$299,208

Source: CEDBR, HERD (000)

**ASPIRANT GROUP - RESEARCH FUNDING**

	2010	2011	2012	2013	2014	2015	2016	2017	2018
U.S. Federal Government	\$173,903	\$194,333	\$193,197	\$153,455	\$136,662	\$140,073	\$157,892	\$170,933	\$175,644
State and Local Government	\$69,205	\$65,952	\$57,509	\$61,526	\$77,515	\$80,325	\$85,359	\$77,051	\$78,060
Business	\$31,196	\$20,245	\$21,024	\$25,035	\$29,508	\$30,106	\$39,261	\$37,088	\$36,869
Nonprofit Organizations	\$1,802	\$3,564	\$5,929	\$5,309	\$5,543	\$6,150	\$5,673	\$6,287	\$6,751
Institutional Funds	\$187,459	\$201,095	\$158,938	\$180,135	\$173,663	\$173,524	\$221,928	\$273,006	\$307,731
All Other Sources	\$3,337	\$7,282	\$5,035	\$8,713	\$7,209	\$6,904	\$7,850	\$8,267	\$10,084
Total	\$466,902	\$492,471	\$441,632	\$434,173	\$430,100	\$437,082	\$517,963	\$572,632	\$615,139

Source: CEDBR, HERD (000)

**WICHITA STATE UNIVERSITY - AEROSPACE RESEARCH FUNDING**

	2010	2011	2012	2013	2014	2015	2016	2017	2018
Aerospace Government	\$20,910	\$15,166	\$14,212	\$13,766	\$10,998	\$9,379	\$12,827	\$17,863	\$18,442
Aerospace Business	\$20,530	\$23,510	\$23,275	\$25,306	\$28,797	\$29,146	\$30,897	\$34,164	\$39,264
All Other Research	\$10,084	\$24,862	\$23,792	\$22,316	\$19,064	\$21,415	\$22,206	\$26,487	\$23,431

Source: CEDBR, HERD (000)



WSU ALUMNI EARNINGS IN KANSAS						
EARNINGS DIFFERENCE, WSU ATTENDEES AS COMPARED TO HIGH SCHOOL EDUCATION						
GEOGRAPHY	5-YEAR AVERAGE	2014	2015	2016	2017	2018
Allen	\$967,203	\$892,027	\$942,138	\$989,086	\$991,345	\$1,021,419
Anderson	\$114,627	\$90,319	\$94,344	\$127,554	\$126,296	\$134,625
Atchison	\$412,833	\$380,137	\$386,866	\$434,654	\$435,727	\$426,782
Barber	\$626,412	\$555,340	\$556,695	\$664,859	\$672,411	\$682,757
Barton	\$2,504,156	\$2,158,120	\$2,218,196	\$2,639,393	\$2,713,889	\$2,791,180
Bourbon	\$430,939	\$381,835	\$378,320	\$464,602	\$467,626	\$462,312
Brown	\$371,603	\$349,951	\$358,093	\$378,995	\$385,511	\$385,467
Butler	\$80,525,255	\$67,565,042	\$70,358,517	\$85,196,569	\$88,539,997	\$90,966,150
Chase	\$289,950	\$249,190	\$252,742	\$305,010	\$306,820	\$335,991
Chautauqua	\$856,073	\$751,240	\$796,066	\$905,742	\$916,080	\$911,237
Cherokee	\$280,487	\$253,937	\$260,096	\$286,471	\$290,532	\$311,397
Cheyenne	\$100,826	\$91,661	\$93,171	\$100,637	\$100,194	\$118,466
Clark	\$198,850	\$168,923	\$174,984	\$207,668	\$207,931	\$234,746
Clay	\$621,569	\$557,490	\$566,932	\$659,825	\$663,564	\$660,032
Cloud	\$623,169	\$562,013	\$587,335	\$626,514	\$634,107	\$705,878
Coffey	\$858,792	\$761,638	\$814,926	\$893,186	\$899,037	\$925,175
Comanche	\$123,132	\$105,575	\$108,899	\$136,244	\$134,144	\$130,800
Cowley	\$14,425,854	\$12,667,419	\$13,144,089	\$15,009,392	\$15,471,749	\$15,836,621
Crawford	\$1,726,842	\$1,559,932	\$1,575,202	\$1,784,988	\$1,852,695	\$1,861,394
Decatur	\$109,070	\$92,093	\$93,742	\$121,504	\$121,016	\$116,995
Dickinson	\$1,271,863	\$1,073,971	\$1,130,492	\$1,292,488	\$1,388,448	\$1,473,914
Doniphan	\$152,811	\$136,484	\$139,802	\$164,369	\$163,493	\$159,909
Douglas	\$11,320,304	\$10,114,109	\$10,351,643	\$11,829,962	\$12,120,647	\$12,185,160
Edwards	\$265,989	\$215,293	\$224,912	\$285,993	\$295,696	\$308,054
Elk	\$400,545	\$336,554	\$347,087	\$436,844	\$440,875	\$441,365
Ellis	\$1,626,557	\$1,380,243	\$1,398,558	\$1,756,172	\$1,769,401	\$1,828,410
Ellsworth	\$594,277	\$538,730	\$535,219	\$624,775	\$640,362	\$632,297
Finney	\$2,246,910	\$1,652,872	\$1,807,772	\$2,433,877	\$2,624,011	\$2,716,016
Ford	\$2,202,283	\$1,837,398	\$1,860,222	\$2,320,830	\$2,420,249	\$2,572,717
Franklin	\$942,909	\$792,358	\$853,620	\$997,324	\$1,001,219	\$1,070,026
Geary	\$732,127	\$616,309	\$616,179	\$774,069	\$798,909	\$855,166
Gove	\$90,107	\$69,566	\$74,929	\$102,509	\$102,277	\$101,253
Graham	\$95,216	\$66,574	\$91,137	\$102,801	\$106,394	\$109,176
Grant	\$325,074	\$228,579	\$237,151	\$326,544	\$392,585	\$440,510
Gray	\$375,703	\$291,858	\$341,156	\$397,665	\$425,033	\$422,805
Greeley	\$112,925	\$94,637	\$86,523	\$113,652	\$120,569	\$149,244
Greenwood	\$1,307,084	\$1,204,792	\$1,184,514	\$1,354,789	\$1,406,498	\$1,384,826
Hamilton	\$83,502	\$44,608	\$54,809	\$107,556	\$106,515	\$104,023
Harper	\$1,129,695	\$932,922	\$962,028	\$1,241,777	\$1,262,590	\$1,249,157
Harvey	\$28,047,570	\$23,597,621	\$24,424,502	\$29,825,994	\$30,809,315	\$31,580,416
Haskell	\$190,755	\$158,888	\$161,101	\$204,738	\$215,530	\$213,518
Hodgeman	\$79,600	\$70,406	\$67,535	\$87,651	\$86,945	\$85,461
Jackson	\$435,776	\$360,621	\$372,004	\$464,588	\$465,333	\$516,335
Jefferson	\$446,234	\$371,154	\$408,631	\$480,907	\$489,222	\$481,254
Jewell	\$163,711	\$157,772	\$160,159	\$164,293	\$164,018	\$172,315
Johnson	\$101,251,795	\$92,932,314	\$95,422,310	\$104,021,035	\$106,499,851	\$107,383,465
Kearny	\$149,240	\$93,893	\$107,080	\$180,859	\$182,757	\$181,609
Kingman	\$2,200,711	\$1,826,545	\$1,822,650	\$2,395,434	\$2,460,173	\$2,498,754
Kiowa	\$262,982	\$191,374	\$191,669	\$272,911	\$334,056	\$324,898
Labette	\$1,288,270	\$1,103,413	\$1,149,062	\$1,376,085	\$1,404,569	\$1,408,222
Lane	\$187,871	\$179,993	\$182,386	\$191,621	\$193,655	\$191,700
Leavenworth	\$4,699,894	\$4,393,871	\$4,466,189	\$4,812,641	\$4,872,632	\$4,954,136
Lincoln	\$63,214	\$57,227	\$56,535	\$65,805	\$67,704	\$68,801
Linn	\$188,599	\$172,651	\$174,639	\$188,871	\$190,621	\$216,213
Logan	\$86,123	\$54,987	\$68,606	\$103,961	\$103,361	\$99,701
Lyon	\$2,316,207	\$1,863,871	\$1,929,214	\$2,513,817	\$2,615,291	\$2,658,844

\*Estimated earnings compared to a high school degree

Source: CEDBR 2014-2018



## Alumni Impact (Continued)

WSU ALUMNI EARNINGS IN KANSAS						
EARNINGS DIFFERENCE, WSU ATTENDEES AS COMPARED TO HIGH SCHOOL EDUCATION						
GEOGRAPHY	5-YEAR AVERAGE	2014	2015	2016	2017	2018
Marion	\$2,313,165	\$1,864,780	\$1,837,900	\$2,549,176	\$2,670,322	\$2,643,647
Marshall	\$217,586	\$204,005	\$204,379	\$228,307	\$228,370	\$222,869
McPherson	\$7,476,718	\$5,983,775	\$6,312,726	\$8,156,541	\$8,391,458	\$8,539,090
Meade	\$495,623	\$444,477	\$420,223	\$517,503	\$525,675	\$570,234
Miami	\$1,769,970	\$1,575,362	\$1,629,249	\$1,851,946	\$1,888,344	\$1,904,950
Mitchell	\$449,637	\$358,070	\$387,091	\$488,425	\$509,351	\$505,249
Montgomery	\$2,746,960	\$2,366,800	\$2,486,018	\$2,901,979	\$2,988,294	\$2,991,708
Morris	\$539,680	\$489,456	\$508,418	\$560,042	\$566,242	\$574,243
Morton	\$92,467	\$85,397	\$86,906	\$97,935	\$97,152	\$94,943
Nemaha	\$230,184	\$194,723	\$182,188	\$253,096	\$256,843	\$264,069
Neosho	\$1,199,039	\$1,054,279	\$1,120,316	\$1,220,944	\$1,294,111	\$1,305,545
Ness	\$169,316	\$145,372	\$143,646	\$184,836	\$186,849	\$185,876
Norton	\$209,281	\$177,191	\$180,035	\$204,002	\$217,492	\$267,684
Osage	\$885,629	\$691,651	\$712,198	\$958,890	\$1,003,541	\$1,061,866
Osborne	\$57,830	\$36,001	\$43,842	\$69,257	\$69,927	\$70,120
Ottawa	\$273,522	\$208,632	\$229,767	\$277,135	\$311,556	\$340,518
Pawnee	\$633,590	\$557,837	\$584,011	\$664,672	\$663,341	\$698,087
Phillips	\$315,429	\$297,245	\$288,566	\$329,707	\$332,871	\$328,758
Pottawatomie	\$1,338,515	\$1,056,708	\$1,108,751	\$1,416,032	\$1,547,877	\$1,563,205
Pratt	\$2,727,908	\$2,475,998	\$2,568,966	\$2,789,724	\$2,873,172	\$2,931,681
Rawlins	\$31,005	\$22,298	\$24,446	\$36,476	\$36,120	\$35,682
Reno	\$24,516,599	\$21,561,737	\$22,116,106	\$25,552,326	\$26,362,998	\$26,989,829
Republic	\$173,562	\$118,753	\$125,258	\$196,689	\$210,200	\$216,908
Rice	\$1,274,352	\$1,067,073	\$1,138,723	\$1,337,031	\$1,386,458	\$1,442,474
Riley	\$4,008,880	\$3,312,809	\$3,508,932	\$4,277,548	\$4,427,529	\$4,517,583
Rooks	\$170,630	\$125,810	\$132,792	\$193,434	\$201,474	\$199,638
Rush	\$165,144	\$149,236	\$153,818	\$168,996	\$176,601	\$177,068
Russell	\$411,666	\$341,272	\$352,393	\$434,218	\$460,162	\$470,287
Saline	\$6,148,547	\$5,195,057	\$5,405,035	\$6,514,028	\$6,708,345	\$6,920,272
Scott	\$460,899	\$394,936	\$406,642	\$487,303	\$491,446	\$524,169
Sedgwick	\$932,681,190	\$768,073,109	\$808,340,821	\$979,872,674	\$1,031,037,351	\$1,076,081,996
Seward	\$1,159,767	\$955,778	\$1,006,704	\$1,167,164	\$1,308,226	\$1,360,962
Shawnee	\$17,049,545	\$15,365,123	\$15,836,781	\$17,644,944	\$18,091,204	\$18,309,672
Sheridan	\$65,819	\$49,721	\$54,063	\$75,072	\$75,217	\$75,023
Sherman	\$143,102	\$92,842	\$95,917	\$125,882	\$193,908	\$206,963
Smith	\$207,709	\$193,926	\$196,029	\$209,019	\$220,821	\$218,750
Stafford	\$736,604	\$669,672	\$681,729	\$749,623	\$783,786	\$798,211
Stanton	\$30,097	\$13,977	\$28,897	\$25,478	\$41,186	\$40,947
Stevens	\$197,262	\$151,176	\$171,976	\$209,004	\$221,667	\$232,487
Sumner	\$9,925,804	\$7,676,612	\$8,099,035	\$10,919,396	\$11,299,602	\$11,634,376
Thomas	\$482,968	\$363,042	\$414,915	\$514,283	\$541,014	\$581,585
Trego	\$153,556	\$109,320	\$113,604	\$159,525	\$192,792	\$192,541
Wabaunsee	\$288,377	\$249,839	\$270,017	\$307,941	\$310,223	\$303,865
Wallace	\$57,982	\$21,418	\$22,000	\$65,434	\$90,121	\$90,936
Washington	\$246,803	\$204,204	\$226,891	\$262,295	\$267,255	\$273,370
Wichita	\$140,209	\$110,971	\$118,981	\$126,320	\$161,534	\$183,239
Wilson	\$838,399	\$778,409	\$793,690	\$870,970	\$877,976	\$870,951
Woodson	\$548,833	\$497,245	\$506,001	\$567,234	\$586,254	\$587,433
Wyandotte	\$4,055,819	\$3,622,651	\$3,745,016	\$4,201,689	\$4,303,204	\$4,406,532
Unspecified Kansas	\$8,536,227	\$5,336,256	\$6,307,837	\$8,778,086	\$10,591,624	\$11,667,333
*Estimated earnings compared to a high school degree						
Source: CEDBR 2014-2018						



## Alumni Impact (Continued)

WSU ALUMNI EARNINGS IN KANSAS						
ESTIMATED TOTAL EARNINGS OF WSU GRADUATES						
GEOGRAPHY	5-YEAR AVERAGE	2014	2015	2016	2017	2018
Allen	\$2,201,451	\$2,131,849	\$2,183,954	\$2,201,079	\$2,215,819	\$2,274,556
Anderson	\$506,691	\$485,374	\$494,746	\$503,963	\$512,021	\$537,352
Atchison	\$1,141,296	\$1,116,912	\$1,131,572	\$1,145,187	\$1,156,367	\$1,156,445
Barber	\$2,112,109	\$2,016,223	\$2,076,200	\$2,114,838	\$2,155,487	\$2,197,796
Barton	\$5,731,556	\$5,331,928	\$5,528,677	\$5,747,453	\$5,927,809	\$6,121,914
Bourbon	\$1,208,149	\$1,138,114	\$1,152,253	\$1,233,300	\$1,253,895	\$1,263,182
Brown	\$800,630	\$735,957	\$767,140	\$814,124	\$836,047	\$849,882
Butler	\$182,319,830	\$169,021,481	\$175,273,765	\$182,073,736	\$189,379,747	\$195,850,420
Chase	\$723,236	\$686,125	\$691,617	\$725,662	\$733,757	\$779,020
Chautauqua	\$1,855,370	\$1,765,005	\$1,829,150	\$1,866,657	\$1,900,116	\$1,915,922
Cherokee	\$703,253	\$679,929	\$686,415	\$692,996	\$710,960	\$745,966
Cheyenne	\$234,102	\$226,661	\$228,171	\$229,026	\$229,712	\$256,937
Clark	\$503,188	\$482,127	\$490,718	\$495,564	\$500,228	\$547,304
Clay	\$1,209,391	\$1,157,178	\$1,176,685	\$1,225,022	\$1,240,213	\$1,247,856
Cloud	\$1,457,958	\$1,371,190	\$1,427,962	\$1,441,934	\$1,466,961	\$1,581,746
Coffey	\$2,039,493	\$1,916,762	\$2,008,751	\$2,037,819	\$2,080,608	\$2,153,528
Comanche	\$540,195	\$535,599	\$538,910	\$542,419	\$543,408	\$540,639
Cowley	\$32,632,127	\$30,405,522	\$31,680,079	\$32,582,542	\$33,714,469	\$34,778,022
Crawford	\$3,963,916	\$3,792,882	\$3,848,096	\$3,945,538	\$4,083,387	\$4,149,676
Decatur	\$455,204	\$437,748	\$441,897	\$460,049	\$466,865	\$469,464
Dickinson	\$3,247,972	\$2,976,482	\$3,128,874	\$3,196,367	\$3,382,006	\$3,556,133
Doniphan	\$458,888	\$452,208	\$455,937	\$459,482	\$463,314	\$463,499
Douglas	\$28,952,774	\$27,498,844	\$28,271,176	\$28,992,045	\$29,734,430	\$30,267,374
Edwards	\$667,233	\$616,405	\$629,619	\$669,033	\$695,738	\$725,368
Elk	\$1,054,285	\$999,457	\$1,021,817	\$1,064,719	\$1,083,442	\$1,101,988
Ellis	\$4,708,133	\$4,436,339	\$4,602,683	\$4,708,590	\$4,800,095	\$4,992,958
Ellsworth	\$1,525,862	\$1,470,178	\$1,498,271	\$1,522,309	\$1,564,558	\$1,573,997
Finney	\$5,859,386	\$5,109,480	\$5,460,925	\$5,849,306	\$6,279,891	\$6,597,331
Ford	\$5,627,562	\$5,041,701	\$5,364,783	\$5,618,019	\$5,877,453	\$6,235,858
Franklin	\$2,619,872	\$2,381,301	\$2,529,198	\$2,655,594	\$2,690,845	\$2,842,421
Geary	\$1,954,987	\$1,784,135	\$1,842,056	\$1,947,325	\$2,038,925	\$2,162,494
Gove	\$262,294	\$249,161	\$256,026	\$262,913	\$269,025	\$274,347
Graham	\$245,070	\$215,405	\$240,350	\$249,523	\$256,929	\$263,142
Grant	\$783,018	\$657,339	\$703,511	\$750,132	\$855,251	\$948,857
Gray	\$1,230,650	\$1,120,230	\$1,178,170	\$1,236,111	\$1,294,891	\$1,323,849
Greeley	\$278,118	\$244,643	\$249,838	\$270,151	\$291,306	\$334,653
Greenwood	\$3,532,227	\$3,387,058	\$3,432,287	\$3,541,950	\$3,643,024	\$3,656,817
Hamilton	\$291,188	\$246,072	\$293,044	\$299,682	\$306,238	\$310,904
Harper	\$3,652,879	\$3,429,455	\$3,550,450	\$3,682,447	\$3,771,118	\$3,830,926
Harvey	\$67,465,213	\$62,347,508	\$64,797,862	\$67,742,019	\$70,069,413	\$72,369,261
Haskell	\$610,283	\$571,469	\$583,004	\$611,085	\$639,572	\$646,283
Hodgeman	\$226,483	\$218,346	\$223,041	\$227,663	\$230,766	\$232,599
Jackson	\$1,290,521	\$1,229,955	\$1,242,388	\$1,290,861	\$1,303,315	\$1,386,085
Jefferson	\$2,022,341	\$1,886,031	\$1,973,550	\$2,040,145	\$2,094,666	\$2,117,315
Jewell	\$437,231	\$426,948	\$430,360	\$433,132	\$435,527	\$460,189
Johnson	\$183,128,389	\$174,594,236	\$179,050,306	\$183,437,610	\$187,906,706	\$190,653,087
Kearny	\$613,601	\$534,934	\$593,779	\$623,544	\$650,789	\$664,960
Kingman	\$7,523,273	\$7,090,430	\$7,289,639	\$7,519,000	\$7,742,628	\$7,974,670
Kiowa	\$987,475	\$916,223	\$928,011	\$956,626	\$1,063,413	\$1,073,101
Labette	\$2,819,415	\$2,645,302	\$2,768,808	\$2,830,312	\$2,904,660	\$2,947,996
Lane	\$379,521	\$363,938	\$372,687	\$380,848	\$388,876	\$391,259
Leavenworth	\$9,382,763	\$9,033,527	\$9,186,713	\$9,391,736	\$9,549,118	\$9,752,720
Lincoln	\$144,939	\$135,394	\$140,628	\$145,840	\$150,015	\$152,820
Linn	\$633,746	\$588,740	\$609,695	\$628,101	\$645,292	\$696,903
Logan	\$424,920	\$377,879	\$425,115	\$433,485	\$442,215	\$445,904
Lyon	\$6,242,754	\$5,586,263	\$5,910,173	\$6,317,834	\$6,595,724	\$6,803,774

\*Estimated earnings compared to a high school degree

Source: CEDBR 2014-2018



## Alumni Impact (Continued)

WSU ALUMNI EARNINGS IN KANSAS						
ESTIMATED TOTAL EARNINGS OF WSU GRADUATES						
GEOGRAPHY	5-YEAR AVERAGE	2014	2015	2016	2017	2018
Marion	\$8,517,067	\$8,055,691	\$8,243,012	\$8,483,138	\$8,819,257	\$8,984,238
Marshall	\$713,672	\$695,602	\$705,683	\$716,166	\$724,331	\$726,578
McPherson	\$21,846,950	\$20,296,701	\$21,189,551	\$21,886,090	\$22,618,249	\$23,244,157
Meade	\$1,166,273	\$1,044,862	\$1,111,864	\$1,173,992	\$1,207,037	\$1,293,611
Miami	\$4,268,431	\$4,123,145	\$4,183,155	\$4,269,004	\$4,352,233	\$4,414,617
Mitchell	\$1,575,167	\$1,499,181	\$1,539,666	\$1,566,561	\$1,620,914	\$1,649,510
Montgomery	\$6,700,947	\$6,283,690	\$6,552,332	\$6,729,445	\$6,920,630	\$7,018,640
Morris	\$1,255,223	\$1,198,936	\$1,228,039	\$1,261,809	\$1,280,412	\$1,306,918
Morton	\$266,010	\$260,650	\$265,005	\$266,805	\$268,607	\$268,982
Nemaha	\$607,232	\$564,418	\$586,852	\$608,663	\$624,496	\$651,731
Neosho	\$2,968,000	\$2,793,840	\$2,879,716	\$2,946,764	\$3,080,605	\$3,139,077
Ness	\$465,607	\$436,171	\$442,439	\$475,598	\$484,264	\$489,562
Norton	\$361,292	\$333,489	\$337,087	\$340,627	\$363,789	\$431,467
Osage	\$2,207,031	\$1,974,062	\$2,068,226	\$2,220,742	\$2,319,440	\$2,452,683
Osborne	\$133,327	\$107,545	\$132,908	\$137,567	\$142,220	\$146,395
Ottawa	\$840,395	\$763,660	\$798,323	\$816,461	\$881,328	\$942,202
Pawnee	\$1,439,018	\$1,356,982	\$1,386,710	\$1,450,952	\$1,465,518	\$1,534,926
Phillips	\$744,284	\$713,583	\$731,813	\$747,300	\$762,107	\$766,614
Pottawatomie	\$3,201,079	\$2,949,145	\$3,077,091	\$3,147,113	\$3,372,380	\$3,459,668
Pratt	\$5,521,680	\$5,210,488	\$5,372,866	\$5,521,486	\$5,672,983	\$5,830,575
Rawlins	\$57,728	\$54,943	\$57,091	\$57,996	\$58,897	\$59,715
Reno	\$57,274,105	\$53,771,914	\$55,221,321	\$57,306,508	\$59,160,154	\$60,910,628
Republic	\$651,818	\$584,685	\$635,639	\$646,519	\$681,703	\$710,543
Rice	\$3,879,453	\$3,613,649	\$3,732,075	\$3,881,363	\$4,010,851	\$4,159,326
Riley	\$9,918,880	\$9,244,317	\$9,629,649	\$9,919,190	\$10,258,157	\$10,543,088
Rooks	\$506,101	\$436,119	\$472,089	\$519,596	\$546,062	\$556,639
Rush	\$391,209	\$371,127	\$379,054	\$386,655	\$407,194	\$412,015
Russell	\$880,575	\$789,421	\$824,667	\$888,950	\$934,759	\$965,077
Saline	\$14,923,492	\$13,801,213	\$14,347,071	\$14,958,495	\$15,464,592	\$16,046,087
Scott	\$1,306,449	\$1,198,903	\$1,285,833	\$1,309,264	\$1,333,617	\$1,404,626
Sedgwick	\$1,893,717,281	\$1,713,674,623	\$1,800,252,657	\$1,890,705,033	\$1,985,946,130	\$2,078,007,960
Seward	\$2,395,726	\$2,129,810	\$2,209,374	\$2,357,356	\$2,583,303	\$2,698,789
Shawnee	\$37,124,319	\$35,153,450	\$36,220,727	\$37,185,427	\$38,148,979	\$38,913,014
Sheridan	\$173,690	\$162,766	\$168,152	\$173,509	\$179,411	\$184,614
Sherman	\$325,656	\$247,816	\$257,963	\$296,842	\$396,266	\$429,393
Smith	\$548,756	\$530,326	\$534,099	\$537,858	\$568,555	\$572,944
Stafford	\$1,461,164	\$1,394,084	\$1,407,310	\$1,456,300	\$1,507,982	\$1,540,143
Stanton	\$231,058	\$196,960	\$212,972	\$217,884	\$259,815	\$267,658
Stevens	\$652,832	\$560,545	\$593,382	\$661,360	\$703,897	\$744,978
Sumner	\$31,352,516	\$28,852,820	\$30,121,931	\$31,379,717	\$32,584,279	\$33,823,830
Thomas	\$1,060,173	\$935,873	\$1,018,186	\$1,056,777	\$1,107,314	\$1,182,716
Trego	\$485,943	\$416,159	\$459,307	\$472,991	\$535,426	\$545,833
Wabaunsee	\$805,721	\$766,097	\$796,532	\$811,130	\$825,591	\$829,255
Wallace	\$119,115	\$69,781	\$71,285	\$124,101	\$161,636	\$168,773
Washington	\$608,535	\$556,158	\$585,897	\$615,874	\$630,667	\$654,081
Wichita	\$252,099	\$197,831	\$220,993	\$230,995	\$286,555	\$324,123
Wilson	\$1,783,639	\$1,737,532	\$1,763,054	\$1,789,839	\$1,811,412	\$1,816,357
Woodson	\$948,148	\$896,509	\$915,432	\$948,936	\$984,516	\$995,346
Wyandotte	\$10,541,383	\$9,924,325	\$10,272,889	\$10,554,634	\$10,820,864	\$11,134,202
Unspecified Kansas	\$15,752,816	\$11,523,766	\$13,344,064	\$15,259,679	\$18,308,414	\$20,328,155

\*Estimated earnings compared to a high school degree

Source: CEDBR 2014-2018



## Alumni Impact (Continued)

### WSU ALUMNI EARNINGS BY REGION

#### EARNINGS DIFFERENCE, WSU ATTENDEES AS COMPARED TO HIGH SCHOOL EDUCATION

GEOGRAPHY	5-YEAR AVERAGE	2014	2015	2016	2017	2018
Unspecified Kansas	\$8,536,227	\$5,336,256	\$6,307,837	\$8,778,086	\$10,591,624	\$11,667,333
KC Area	\$111,777,477	\$102,524,198	\$105,262,765	\$114,887,311	\$117,564,031	\$118,649,084
North Central	\$45,882,016	\$39,237,046	\$40,530,764	\$48,405,269	\$50,011,568	\$51,225,434
Northeast	\$39,701,684	\$34,957,677	\$36,103,906	\$41,533,743	\$42,656,467	\$43,256,630
Northwest	\$8,155,395	\$6,818,474	\$7,048,937	\$8,616,014	\$8,979,105	\$9,314,444
South Central	\$1,068,936,079	\$882,339,269	\$927,151,643	\$1,124,461,237	\$1,180,880,776	\$1,229,847,469
Southeast	\$16,358,851	\$14,318,131	\$14,804,374	\$17,188,172	\$17,654,921	\$17,828,655
Southwest	\$13,203,750	\$10,969,319	\$11,443,398	\$13,848,497	\$14,612,069	\$15,145,466

\*Estimated earnings compared to a high school degree

Source: CEDBR 2014-2018

### WSU ALUMNI EARNINGS BY REGION

#### ESTIMATED TOTAL EARNINGS OF WSU GRADUATES

GEOGRAPHY	5-YEAR AVERAGE	2014	2015	2016	2017	2018
Unspecified Kansas	\$15,752,816	\$11,523,766	\$13,344,064	\$15,259,679	\$18,308,414	\$20,328,155
KC Area	\$207,320,965	\$197,675,232	\$202,693,063	\$207,652,984	\$212,628,921	\$215,954,625
North Central	\$117,577,632	\$109,965,822	\$113,560,792	\$117,546,526	\$121,536,526	\$125,278,492
Northeast	\$95,637,170	\$90,145,772	\$93,060,358	\$95,794,090	\$98,462,164	\$100,723,467
Northwest	\$20,530,923	\$18,885,557	\$19,738,409	\$20,498,663	\$21,340,902	\$22,191,083
South Central	\$2,218,663,118	\$2,014,821,839	\$2,112,966,383	\$2,215,684,493	\$2,323,207,785	\$2,426,635,089
Southeast	\$39,884,721	\$37,514,433	\$38,748,293	\$40,004,915	\$41,159,867	\$41,996,099
Southwest	\$33,186,132	\$30,220,529	\$31,623,196	\$33,100,158	\$34,762,266	\$36,224,511

\*Estimated earnings compared to a high school degree

Source: CEDBR 2014-2018



## Alumni Impact (Continued)

WSU ALUMNI EARNINGS BY STATE						
EARNINGS DIFFERENCE, WSU ATTENDEES AS COMPARED TO HIGH SCHOOL EDUCATION						
GEOGRAPHY	5-YEAR AVERAGE	2014	2015	2016	2017	2018
AK	\$2,326,979	\$2,226,976	\$2,256,552	\$2,354,442	\$2,412,984	\$2,383,941
AL	\$9,026,955	\$8,533,731	\$8,682,364	\$9,289,470	\$9,354,606	\$9,274,607
AR	\$13,088,416	\$12,181,756	\$12,457,125	\$13,490,807	\$13,715,676	\$13,596,714
AZ	\$33,672,297	\$31,927,105	\$32,450,300	\$34,378,989	\$34,901,573	\$34,703,519
CA	\$159,496,895	\$146,533,778	\$151,051,445	\$163,625,832	\$167,441,950	\$168,831,468
CO	\$64,545,317	\$59,729,695	\$61,038,984	\$66,481,985	\$67,765,175	\$67,710,747
CT	\$7,309,730	\$6,606,791	\$6,823,866	\$7,604,718	\$7,734,474	\$7,778,799
DC	\$2,976,449	\$2,736,310	\$2,811,209	\$3,087,450	\$3,121,972	\$3,125,303
DE	\$1,968,779	\$1,660,459	\$1,774,869	\$2,022,994	\$2,142,436	\$2,243,136
FL	\$42,468,373	\$39,684,675	\$40,594,020	\$43,588,800	\$44,291,488	\$44,182,883
GA	\$29,991,763	\$26,878,175	\$27,840,167	\$31,089,134	\$31,909,795	\$32,241,543
HI	\$2,064,550	\$1,892,995	\$1,949,395	\$2,124,485	\$2,138,941	\$2,216,932
IA	\$10,997,481	\$9,908,363	\$10,262,092	\$11,365,748	\$11,669,370	\$11,781,832
ID	\$3,569,756	\$3,296,395	\$3,349,771	\$3,705,279	\$3,753,613	\$3,743,721
IL	\$39,079,319	\$35,804,057	\$36,876,411	\$40,166,713	\$41,026,236	\$41,523,178
IN	\$11,155,253	\$9,949,620	\$10,385,527	\$11,604,803	\$11,856,074	\$11,980,240
KS	\$1,312,551,480	\$1,096,500,370	\$1,148,653,624	\$1,377,718,328	\$1,442,950,561	\$1,496,934,515
KY	\$4,832,992	\$4,409,672	\$4,489,761	\$4,993,102	\$5,124,664	\$5,147,760
LA	\$4,206,504	\$3,840,673	\$3,972,894	\$4,341,248	\$4,433,743	\$4,443,962
MA	\$12,961,742	\$11,549,768	\$12,021,859	\$13,472,711	\$13,802,593	\$13,961,779
MD	\$16,912,502	\$15,479,139	\$15,956,906	\$17,441,790	\$17,773,446	\$17,911,231
ME	\$1,263,915	\$1,172,770	\$1,198,125	\$1,304,779	\$1,314,855	\$1,329,048
MI	\$23,192,770	\$20,559,464	\$21,453,212	\$24,101,835	\$24,648,705	\$25,200,633
MN	\$15,565,707	\$13,874,134	\$14,424,288	\$16,119,247	\$16,576,556	\$16,834,311
MO	\$58,401,261	\$53,547,872	\$54,810,540	\$60,259,995	\$61,490,421	\$61,897,476
MS	\$2,271,815	\$2,066,721	\$2,116,712	\$2,352,842	\$2,405,322	\$2,417,476
MT	\$2,106,960	\$2,018,030	\$2,045,649	\$2,147,463	\$2,173,578	\$2,150,081
NC	\$22,118,428	\$19,760,595	\$20,495,739	\$22,897,382	\$23,566,159	\$23,872,265
ND	\$1,119,057	\$945,296	\$987,186	\$1,115,193	\$1,172,284	\$1,375,329
NE	\$13,880,409	\$12,247,995	\$12,695,983	\$14,445,441	\$14,907,003	\$15,105,624
NH	\$1,762,534	\$1,651,506	\$1,675,948	\$1,821,638	\$1,836,618	\$1,826,959
NJ	\$24,311,419	\$21,476,651	\$22,592,093	\$25,106,927	\$25,809,595	\$26,571,830
NM	\$8,514,693	\$8,173,705	\$8,319,261	\$8,646,025	\$8,774,377	\$8,660,095
NV	\$6,729,609	\$6,157,623	\$6,357,964	\$6,947,355	\$7,082,137	\$7,102,964
NY	\$22,979,908	\$21,237,597	\$21,855,872	\$23,600,931	\$24,046,177	\$24,158,963
OH	\$16,565,335	\$15,371,318	\$15,785,584	\$17,016,982	\$17,317,563	\$17,335,228
OK	\$50,464,306	\$46,525,852	\$47,540,456	\$52,091,697	\$53,014,472	\$53,149,051
OR	\$10,675,624	\$9,774,709	\$10,030,462	\$11,065,430	\$11,265,176	\$11,242,341
PA	\$15,101,251	\$13,640,244	\$14,149,996	\$15,634,686	\$15,911,007	\$16,170,321
RI	\$1,349,807	\$1,226,427	\$1,249,495	\$1,376,520	\$1,452,970	\$1,443,625
SC	\$7,224,983	\$6,666,449	\$6,859,977	\$7,415,812	\$7,569,549	\$7,613,130
SD	\$2,164,453	\$1,964,483	\$2,032,652	\$2,247,879	\$2,303,910	\$2,273,342
TN	\$11,638,884	\$10,589,659	\$10,891,010	\$12,041,520	\$12,321,928	\$12,350,300
TX	\$186,827,263	\$173,116,172	\$177,510,156	\$191,847,281	\$195,214,187	\$196,448,516
UT	\$5,470,721	\$4,965,591	\$5,070,833	\$5,631,579	\$5,727,204	\$5,958,400
VA	\$31,554,636	\$29,117,546	\$30,052,393	\$32,380,742	\$33,012,590	\$33,209,908
VT	\$630,548	\$615,705	\$623,865	\$638,813	\$641,664	\$632,694
WA	\$46,820,934	\$42,748,744	\$44,097,882	\$48,236,241	\$49,289,572	\$49,732,230
WI	\$9,102,582	\$8,334,593	\$8,513,644	\$9,448,319	\$9,570,589	\$9,645,764
WV	\$1,046,471	\$957,974	\$968,326	\$1,072,775	\$1,119,495	\$1,113,787
WY	\$2,065,950	\$1,921,421	\$1,952,317	\$2,126,538	\$2,177,556	\$2,151,919

\*Estimated earnings compared to a high school degree

Source: CEDBR 2014-2018



## Alumni Impact (Continued)

WSU ALUMNI EARNINGS BY STATE						
ESTIMATED TOTAL EARNINGS OF WSU GRADUATES						
GEOGRAPHY	5-YEAR AVERAGE	2014	2015	2016	2017	2018
AK	\$5,073,528	\$4,943,822	\$4,987,024	\$5,072,576	\$5,174,482	\$5,189,737
AL	\$16,308,873	\$15,873,859	\$16,116,068	\$16,417,103	\$16,568,810	\$16,568,523
AR	\$26,343,475	\$25,364,109	\$25,941,756	\$26,484,800	\$26,933,818	\$26,992,892
AZ	\$64,187,538	\$62,574,351	\$63,324,096	\$64,306,861	\$65,271,265	\$65,461,116
CA	\$237,562,920	\$226,599,513	\$232,617,180	\$238,306,426	\$243,731,154	\$246,560,329
CO	\$130,808,621	\$125,658,221	\$128,290,337	\$131,246,817	\$133,862,827	\$134,984,903
CT	\$12,181,533	\$11,442,322	\$11,865,876	\$12,328,950	\$12,563,590	\$12,706,926
DC	\$4,614,910	\$4,378,451	\$4,539,865	\$4,665,446	\$4,729,758	\$4,761,029
DE	\$3,333,001	\$3,031,043	\$3,179,698	\$3,319,858	\$3,489,683	\$3,644,723
FL	\$79,276,311	\$76,700,945	\$78,203,607	\$79,443,266	\$80,792,685	\$81,241,053
GA	\$51,566,373	\$48,833,615	\$50,268,199	\$51,762,350	\$53,088,578	\$53,879,123
HI	\$4,598,293	\$4,415,795	\$4,527,367	\$4,596,544	\$4,644,908	\$4,806,850
IA	\$22,823,348	\$21,565,387	\$22,237,454	\$22,910,861	\$23,503,733	\$23,899,304
ID	\$7,317,830	\$7,060,493	\$7,188,509	\$7,357,007	\$7,466,952	\$7,516,189
IL	\$64,265,244	\$61,227,930	\$62,820,825	\$64,462,434	\$65,873,688	\$66,941,342
IN	\$21,896,328	\$20,676,517	\$21,438,537	\$22,026,120	\$22,498,174	\$22,842,293
KS	\$2,748,553,476	\$2,510,752,948	\$2,625,734,559	\$2,745,541,507	\$2,871,406,845	\$2,989,331,521
KY	\$9,694,351	\$9,312,171	\$9,443,735	\$9,712,415	\$9,943,860	\$10,059,573
LA	\$8,664,370	\$8,231,011	\$8,501,125	\$8,715,773	\$8,885,887	\$8,988,051
MA	\$21,726,742	\$20,611,885	\$21,274,644	\$21,785,735	\$22,310,531	\$22,650,914
MD	\$28,358,949	\$27,119,246	\$27,802,332	\$28,470,211	\$29,026,697	\$29,376,261
ME	\$2,938,453	\$2,815,354	\$2,882,020	\$2,961,558	\$2,988,071	\$3,045,263
MI	\$35,938,905	\$33,517,881	\$34,741,899	\$36,263,342	\$37,126,003	\$38,045,399
MN	\$28,205,695	\$26,501,254	\$27,534,235	\$28,276,577	\$29,075,567	\$29,640,844
MO	\$123,079,056	\$117,689,323	\$120,577,872	\$123,378,214	\$125,952,211	\$127,797,658
MS	\$4,596,767	\$4,471,300	\$4,534,346	\$4,581,098	\$4,670,096	\$4,726,996
MT	\$4,876,180	\$4,725,569	\$4,793,257	\$4,907,366	\$4,971,541	\$4,983,164
NC	\$38,168,117	\$35,967,967	\$37,158,296	\$38,300,863	\$39,370,645	\$40,042,813
ND	\$2,578,465	\$2,390,339	\$2,472,586	\$2,517,246	\$2,609,049	\$2,903,103
NE	\$29,168,802	\$27,475,607	\$28,347,170	\$29,216,247	\$30,106,967	\$30,698,019
NH	\$3,296,064	\$3,209,011	\$3,250,850	\$3,312,746	\$3,348,736	\$3,358,976
NJ	\$35,343,814	\$32,744,040	\$34,391,610	\$35,499,423	\$36,502,598	\$37,581,402
NM	\$16,459,158	\$15,965,597	\$16,265,266	\$16,543,238	\$16,777,788	\$16,743,899
NV	\$14,808,973	\$14,207,888	\$14,520,198	\$14,837,388	\$15,151,556	\$15,327,836
NY	\$39,053,697	\$37,416,235	\$38,320,131	\$39,195,528	\$39,956,905	\$40,379,684
OH	\$30,480,563	\$29,247,889	\$29,898,094	\$30,624,111	\$31,190,667	\$31,442,051
OK	\$104,884,086	\$100,840,041	\$102,977,038	\$105,120,631	\$107,115,296	\$108,367,426
OR	\$20,720,538	\$19,766,470	\$20,319,958	\$20,842,740	\$21,254,624	\$21,418,897
PA	\$26,750,828	\$25,323,654	\$26,198,102	\$26,922,864	\$27,412,215	\$27,897,303
RI	\$2,393,481	\$2,284,186	\$2,311,928	\$2,385,862	\$2,489,069	\$2,496,359
SC	\$13,668,996	\$13,086,802	\$13,413,812	\$13,701,609	\$13,981,304	\$14,161,452
SD	\$5,350,396	\$5,099,483	\$5,236,465	\$5,378,184	\$5,507,422	\$5,530,427
TN	\$22,591,371	\$21,560,717	\$22,053,347	\$22,707,966	\$23,199,742	\$23,435,082
TX	\$321,823,618	\$309,570,919	\$316,561,124	\$322,428,402	\$328,386,652	\$332,170,995
UT	\$10,903,994	\$10,427,859	\$10,657,679	\$10,880,800	\$11,082,974	\$11,470,656
VA	\$50,561,517	\$48,247,660	\$49,684,152	\$50,771,700	\$51,776,660	\$52,327,413
VT	\$1,289,911	\$1,277,672	\$1,286,045	\$1,292,302	\$1,299,492	\$1,294,045
WA	\$80,684,761	\$76,811,330	\$79,015,887	\$80,981,536	\$82,747,166	\$83,867,888
WI	\$17,839,164	\$17,111,742	\$17,509,232	\$17,915,733	\$18,204,371	\$18,454,740
WV	\$2,134,666	\$2,045,206	\$2,097,690	\$2,127,226	\$2,197,306	\$2,205,901
WY	\$4,844,801	\$4,676,922	\$4,791,074	\$4,849,275	\$4,949,239	\$4,957,497
*Estimated earnings compared to a high school degree						
Source: CEDBR 2014-2018						



# Acknowledgments

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Thank  
you.

Name	DEPARTMENT/TITLE	ASSISTANCE
<b>Stacia Boden</b>	<b>General Council</b> <i>General Council</i>	Public/Private Investments
<b>James Brewster</b>	<b>Office for Workforce, Professional and Community Education</b> <i>Assistant Director</i>	Conferences And Commencement
<b>Troy Bruun</b>	<b>Financial Operations</b> <i>Associate Vice President and University Controller</i>	University Budget Expenditures
<b>Gina Crabtree</b>	<b>Registrar's Office</b> <i>Registrar and Director of Enrollment Services</i>	Alumni Database
<b>Karen Davis</b>	<b>Office of Research and Technology Transfer</b> <i>Director, Pre-Award Services</i>	Impact Of Research
<b>Tiffany Franks</b>	<b>Office of Academic Affairs</b> <i>Chief Data Officer and Professor</i>	Student and Alumni Information
<b>Bobby Gandu</b>	<b>Undergraduate Admissions</b> <i>Assistant Vice President for Strategic Enrollment Management</i>	Project Guidance – Admission Tourism
<b>Larisa Genin</b>	<b>W. Frank Barton School of Business</b> <i>Dean</i>	Project Guidance
<b>Rob Gerlach</b>	<b>WSU Ventures</b> <i>Director of Intellectual Property and Technology Transfer</i>	Patent Activity
<b>Werner Golling</b>	<i>Vice President for Finance and Administration</i>	Project Guidance - Budget Expenditures
<b>Alan Goodnight</b>	<b>WSU Ventures</b> <i>Director of Strategic Investments</i>	Investments
<b>Mandy Harmon</b>	<b>Undergraduate Admissions</b> <i>Associate Director of Admissions</i>	Admission Visitations
<b>Nancy Kersenbrock</b>	<b>Center for Entrepreneurship</b> <i>Assistant Director</i>	Business Startups



Name	DEPARTMENT/TITLE	ASSISTANCE
<b>Joe Kleinsasser</b>	<b>Strategic Communications</b> <i>Co-Director of News and Media Relations</i>	List Of Awards And Recognition
<b>Rege Klitzke</b>	<b>Intercollegiate Athletics</b> <i>Senior Associate Athletic Director for Business Operations</i>	Athletic Budget
<b>Shannon Koehn</b>	<b>WSU Foundation</b> <i>Director of Prospect Research</i>	Alumni Database
<b>Lainie Mazzullo</b>	<b>Strategic Communications</b> <i>Co-Director of News and Media Relations</i>	List Of Awards And Recognition
<b>David Miller</b>	<b>University Budget Office</b> <i>University Budget Director</i>	University Budget Expenditures
<b>Kaye Monk-Morgan</b>	<b>Office of Academic Affairs</b> <i>Assistant Vice President/ Interim Vice President Regional Engagement and Economic Development</i>	Project Guidance
<b>Kim Moore</b>	<b>Office for Workforce, Professional and Community Education</b> <i>Director</i>	Project Guidance - Tourism
<b>Rick Muma</b>	<b>Office of Academic Affairs</b> <i>Executive Vice President and Provost</i>	Project Guidance
<b>Emily Patterson</b>	<b>Facilities Planning</b> <i>Executive Director</i>	Capital Investments
<b>Jeremy Patterson</b>	<b>Innovation and New Ventures</b> <i>Dean, Interim Executive Director</i>	Investments And Innovation
<b>Mark Torline</b>	<b>Center for Entrepreneurship/WSU Ventures</b> <i>Director</i>	Project Guidance - Innovation
<b>Tonya Witherspoon</b>	<b>University Support-Research and Tech Transfer</b> <i>Associate Vice President for Industry Engagement and Applied Learning</i>	Public/Private Investments
<b>David Wright</b>	<b>Office of Academic Affairs</b> <i>Chief Data Officer and Professor</i>	Student Spending
<b>All photos throughout this document were provided by Wichita State University.</b>		





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## About the Center

This report was produced by The Center for Economic Development and Business Research (CEDBR), part of the W. Frank Barton School of Business at Wichita State University. We are a reliable resource for local, state and national demographic and economic data. We strive to enhance economic growth and development through our applied and objective research, which makes us an active and well-respected partner with economic development leaders.